

Contacts

CHRISTMAS 1946



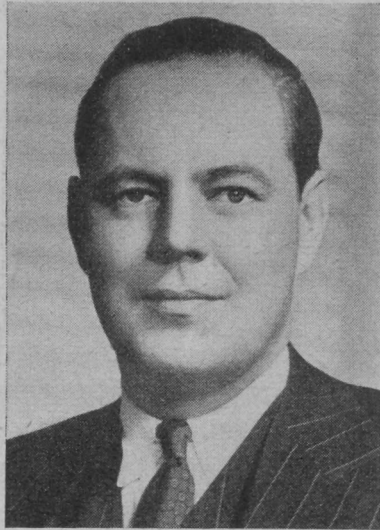


Everywhere, everywhere, Christmas tonight!
Christmas in lands of the fir tree and pine,
Christmas in lands of the palm tree and vine;
Christmas where snow peaks stand solemn and white,
Christmas where corn fields lie sunny and bright.

CONTACTS

December 23rd, 1946

*Hearty Christmas Greetings to
All Eaton Fellow-Workers*



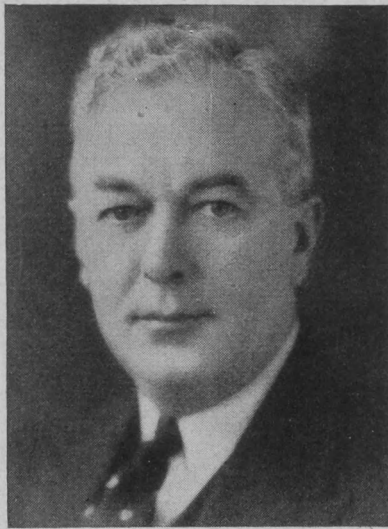
May this be a season of Happiness and Good Cheer
in all your homes and among all your friends.

With that wish go my sincere thanks for the loyalty
you have shown by your good work and cheerful atti-
tude during this busy season and throughout the year.

John D. Eaton

President

*Mr. R. S. McCordick Extends
Christmas Greetings from the Management*



Those of us responsible for the direction of your store have witnessed with pardonable pride and very real pleasure the unusual efforts put forth this season by our entire staff to make the present Christmas season the greatest in our history.

On behalf of the management, let me assure our co-workers everywhere throughout the organization that our highest expectations were realized. Also, let me say how much we appreciate and value the spontaneous initiative, energy and enthusiasm which swept away every obstacle to final success.

Now, may I add a personal word? At this season of good will I think of our thousands of fellow Eatonians not merely as a fine team which has done a grand job, but as distinct and separate individuals. To each and every one of them I cordially extend the time-honoured wish—"Merry Christmas! Happy New Year!"

R. S. McCordick

WELCOME



BACK!

WINNIPEG

Sgt. S. R. MacLean, lingerie.
Lieut. A. H. Peabody, men's furnishings.
Capt. F. H. Wingate, washing machines.
Pte. W. M. Waddell, delivery office.
Pte. R. E. Major, men's shoes.
Cpl. G. Holmstrom, engineers.

EDMONTON

L/Ac. G. Tucker, warehouse.
St/Sgt. F. L. Bowman, general office.

LETHBRIDGE

Cpl. W. W. MacFarlane, despatch.

RECENT APPOINTMENTS

Winnipeg

Department W139—Mail order advertising:
MR. M. SINCLAIR, supervisor.
Department W111—Telephones:
MR. H. MCINTYRE, first assistant.

Calgary

Department C236—Wash goods, silks, woollens, staples, linens, patterns:
MR. T. E. POPPITT, first assistant.
Department C215 — Jewellery, notions, fancy goods, wools, silverware:
MR. G. E. FITZSIMMONS, first assistant.
Department C221—Optical:
MR. J. D. SPENCE, first assistant.

Port Arthur

Department Pt.A.253—Toys, wheel goods china, hardware, stoves, sporting goods, tires and tubes, paints, electrical appliances; Department Pt.A.260—Washers, ironers, vacuums, radios, electrical refrigerators:
MR. L. ODELL, first assistant.

Prince Albert, Sask.

Department PNC253—Hardware, china, stoves, plumbing, tires, tubes, sporting goods, toys, wheel goods, paints, wallpapers, farm goods, electrical accessories:
MR. E. W. SOADY, first assistant.

The Pas Mail Order Office

MRS. C. HART—in charge.

Kelowna, B.C. Mail Order Office

MISS M. FORSYTHE: In charge.

Mr. P. Portlock Plans Christmas in New York

Mr. Percy Portlock, of London, England, (where he is European superintendent of buying offices) paid a brief visit to Winnipeg from November 25th to 30th and then returned east. He plans to spend the holiday season in New York.

Many Eaton men and women of Winnipeg store enjoyed the wonderful hospitality provided by London, Eng., office during World War II. On their behalf we say "Cheerio, Mr. Portlock! and a very happy Christmas."



"Inasmuch as ye have done it to one of the least of these . . ."

In This Glad Season of Giving, It Is Good to Know that Our Contribution to the Great Cause of the Salvation Army Red Shield Home Front Appeal Has Been of Material Assistance. The Following "Thank You" Letter Has Been Received:

"Mr. R. S. McCordick,
"The T. Eaton Co. Limited,
"Winnipeg, Manitoba.

"Dear Mr. McCordick:

"I want to thank you personally and all the members of your staff for the splendid contribution received from your great Company for the good work of The Salvation Army.

"Not only do we thank the firm for their very fine donation, but I would also appreciate it if you would have passed on to the employees of your Company, our most sincere gratitude for their support.

"With kind personal regards,

"Yours faithfully,

"(J. E. Yarnell) Campaign Chairman."

"December 9th, 1946."

Scotty says: Do ye ken how to help the drivers during these awfu' busy days of Christmas shopping?

**BY CARRYING
SMALL PARCELS**





Santa Claus' Secrets

Did you know that some 35,000 children were greeted by Santa Claus during his reception in Toyland? And for each little visitor he took time out for a hearty handshake, a cheery word or two followed up with a gift of candy.

And oh! the thousands of secrets he shares! High hopes carried around in tiny hearts for months and finally lispied into his ever-patient ear! But even at that the jolly old chap wasn't content to rest on his laurels and wait for the big night. No sir! His reception over, he's been visiting Christmas tree entertainments at hospitals, churches and insti-

tutions. If you're feeling a bit jaded and would like a new experience—try pinch-hitting for Santa Claus! Providing you love children (and dare you admit you don't?), you'll find it a most soul-satisfying experience!

* * *

"SANTA CLAUS, NORTH POLE"

Seven-year-old Billy Barnes of Komoka, Ontario, never doubted for a moment that his letter to Santa addressed to the North Pole, would reach the old gentleman in the white whiskers. And Billy was right.

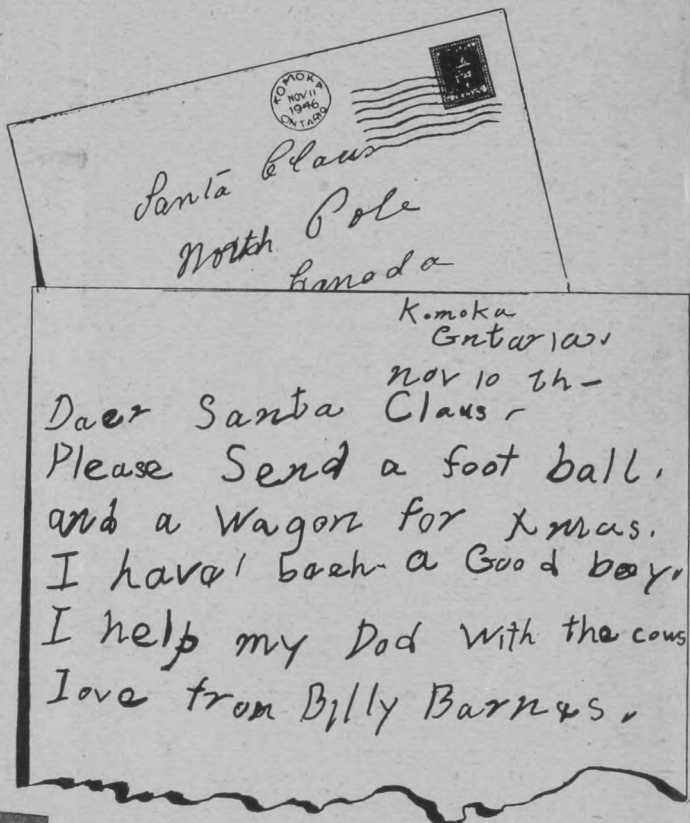
Each year thousands of letters like Billy's catch Santa during his sojourn at Eaton's. Every last letter is read and answered, too. Quite a chore, by the way, but what a thrill to little ones waiting for the postman's knock!

IT'S IN THE BAG!

When this stout fella got his make-up off after his quest for Hallowe'en apples, the neighbours recognized him as "Ricky" Whitfield, two-years-young, nephew of Vic Stilwell, 3rd floor bazaar.

Here's hoping!

Who could refuse him?



RUB-A-DUB-DUB, THREE GALS IN A TUB!

Here's a happy handful—Rene, Carol and Donna, devastating daughters of Mr. Len Shaw, first assistant, fancy goods work room. Carol's the wee charmer in the centre.





Top Right—"Name, please?" Mrs. Lillian Phillips (left) and Nurse Margaret Lawrence do the recording.
 Lower Left—"Take a deep breath . . . hold it!" Radio technicians at work—left, Joedy Pagnoni and, right, Bernice Paulson.
 Lower Right—Chief Radio Technician James Zashley (at right) supervises the examinations.

CHECK YOUR CHEST, SIR?

6,500 Eatonians Take Routine Check in City Health Department's Anti-Tuberculosis Campaign

There's no doubt about it, we Eatonians are a healthy crowd . . . that fact was established by the overwhelmingly large percentage of "negatives" in the recent X-ray examination of Eaton employees by the City of Winnipeg's health department, held in connection with its anti-tuberculosis campaign.

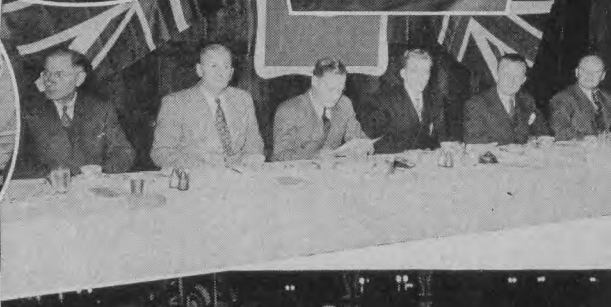
Sponsored by the Company, this was the second time the city's X-ray clinic was held on our premises. The first was conducted in 1944, when Eatonians co-operated wholeheartedly and some 240 were X-rayed daily.

In the X-ray clinic concluded November 22nd, over 6,500 Eatonians were given the free examination during a six-weeks period. Following the X-ray, the picture of your chest is sent to Ninette Sanitarium and, after being checked, is returned to your department, then it is issued to you.

This check enables each of us to ensure his or her fitness, or, if remedial measures are necessary, to take prompt action by consulting a physician.

It's that "ounce of prevention" that makes all the difference. Manitoba has been much in the news of late because of its active interest in preventative medicine. How lucky we are to be living in a land that offers us this blessed opportunity!





RAH! RAH! RAH!

Champs and Runners-up of Winnipeg
and Suburban School Soccer
Leagues Are Guests
of Eaton's

Transcona Takes The Trophy!

Greater Winnipeg School Soccer Leagues Are Guests At Complimentary Dinner

(Pictures on facing page)

The quiet dignity of the grill room was shot to pieces—momentarily—on the night of November 25th when sturdy soccerites from colleges of Greater Winnipeg let loose school "yells" with all lustiness of the football arena.

The occasion was a complimentary dinner to the champions, runners-up and coaches of the Winnipeg and Suburban Schools Soccer Leagues, with some 150 present as guests of the Company. The Junior Executive acted as hosts of the evening and at the controls was its President, Harold Peterson, who introduced the following head table guests: Robert Jarman, Director of Physical Education for the Province of Manitoba, and the following school principals: Messrs. J. S. Johnston, chairman Transcona School Board; F. L. Johnston, principal Glenwood school, St. Vital; H. R. Haines, principal Prince Edward school, E. Kildonan; A. J. Anderson, assistant principal, Prince Edward school; E. W. Morgan, principal Daniel McIntyre Collegiate Institute. Messrs. A. H. Young and Ross Jenkins, executive offices, J. McKeag and Tom Miller.

The boys all brought their football appetites and dinner was keenly enjoyed—despite the frequent interruptions for community singing led by dynamic Jimmy Quinn and those stentorian battle cries from St. John's high school, Transcona, Gordon Bell and others.

Chairman Peterson made a graceful address in which he briefly explained the purpose of the Junior Executive. Among other things, said Mr. Peterson, the J.E. gave its members a better knowledge of the functions of a department store and its merchandise. It also sought to assist the buyers of the store in selecting merchandise suitable to young people in the collegiate age group. Expressing Mr. Gilbert Eaton's regrets on being unable to be present, Mr. Ross Jenkins, executive offices, warmly welcomed the various school principals, coaches

and soccerites present on behalf of The T. Eaton Co. Limited.

Championship Shield Is Presented

Highlighting the evening was the presentation of a shield emblematic of the soccer championship for 1946 to Transcona Collegiate. This was made by Mr. J. McKay, chairman of the Suburban Soccer Leagues, to Junior Executive Don Shannon, captain of Transcona Collegiate team.

Thanks to the Company for the social evening was ably expressed by Ken Cormack, St. John's Tech.

On the Entertainment Side was Fred Lambert and Oscar in "Ventriloqually Speaking" and "Magical Moments." "The quickness of the hand deceives the eye." With the aid of Tom Miller as stooge and a pair of scissors, the great Lambert snicked a "Christmas atrocity" tie from Mr. Miller's neck, bit by bit.

However, we suspect "dirty work at the cross roads" since Tom is still wearing the same tie—or its twin brother (?).

Billy Hammond, a little chap with a lot of talent also entertained with a comic monologue. A gay evening, gentlemen of the Junior Executive! Thanks for the invitation!

* * *

About the Pictures on Facing Page

Grouped around are various school soccerites present.

Third Row—Circle: Mr. J. McKay presents the Suburban Shield to Capt. Don Shannon, of Transcona Collegiate team. At right (in air cadet uniform) is Ken Cormack, St. John's Tech., who thanked the Company on behalf of the boys.

Fourth Row, right—A glimpse of head table with Messrs. A. H. Young, executive offices; J. S. Johnston, chairman, Transcona School Board; Robert Jarman, director of physical education (Province of Manitoba); Harold Peterson, president, Junior Executive (chairman); J. R. Jenkins, executive offices; E. W. Morgan, principal, Daniel McIntyre Collegiate.

Tale of a Shirt—

—For the Oldest Man in Belgium

"My father lives in Belgium and is the oldest man in Belgium being 105 years. He farmed in this district for 20 years, has 106 descendants living all around St. Alphonse. My brother in Belgium writes that he is badly in need of woollen underwear, which they can't get there for love or money. So naturally I would like to send him two suits for a Christmas present.

"Could you please send two shirts and two drawers size 40, price \$2.65 each, page 188? I would be so pleased, believe me. To: Mr. Alphonse Delichte, 47, St. Joris, Steenweg, Knesselaere, Belgium."

"Well, it so happens that we could and so we did send this grand old gentleman of 105 years and 106 descendants, the woollen underwear he needed," says Mr. Les Cleve, mail order men's furnishings. "And we were very happy to be able to do so."

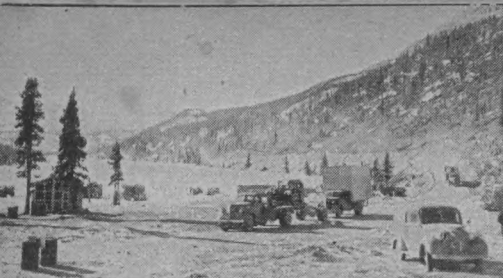
Eaton's for Service— the World Over!

The other day our grocery department received a letter from the Yukon enclosing an express order from a lady in Honolulu. The latter asked that Eaton's use the money to ship food parcels to England.

Mystery of the Green Gloves

Sounds like one of those two-bit paper-bound "who dunits"—but it actually happened. A customer mislaid her green wool gloves in a main floor department. Two hours later they were returned to her from a cash tube which they had blocked. How did they get there? Your guess is as good as anybody's.





Summit Lake Camp at Mile 106, north of Fort Nelson. Highest point on Alaska Highway.



"Good Night, Nurse!" Hospital at White Horse (with those lonesome GI's in the background).

From the Yukon to the "U.K."

By Betty Sparling

An Eaton Girl Writes of Her Experiences as a V.A.D. Nurse With the Red Cross

Now on the city advertising staff, Winnipeg, before enlisting with the Red Cross, Miss Sparling was for six years with the advertising office of Eaton's in Edmonton.



Betty Sparling

They called it a "mobile" war, and for one of Eaton's copywriters in the Edmonton store, that's what it was! Thinking back over it all, the miles unreel in memory — miles of flying over the northern mountains, jeeps and ambulances and busses up and down the Alaska Highway, the little narrow-gauge White Pass and Yukon Railway over the Trail of '98 into Alaska, the Transcontinental thundering across Canada, gallant little ships in convoy across the north Atlantic, the "Flying Scotsman" from London to Edinburgh. No wonder there were times when I felt more like a travelling salesman than a Red Cross V.A.D.!

What's a V.A.D.?

Just a word about this V.A.D. business. It stands for voluntary aid detachment, and briefly, a V.A.D. is a "nurse's little helper." She does the routine, unskilled jobs on a hospital ward, relieving the trained nurses for the more complicated tasks. I suppose there's hardly one large hospital in the Empire that isn't familiar with the blue-grey dress, the white apron with the large red cross and the white "butterfly" veil of the Red Cross nurse. Training is usually taken in your spare time—lectures followed by at least 290 hours of actual work on the wards before you qualify for your little blue star that means you're a member of the nursing division of the Red Cross.

More fortunate than most, I was plunged right into active service before my training was barely finished. There was a shortage of nurses in the American Army hospitals on the Alaska Highway—in desperation they asked for a couple of V.A.D.'s. And so it all began...

Nearest Doctor 200 Miles

First—a small log hospital in northern B.C. But, before I reached that, my first experience of air-sickness in a crowded Dakota transport with fourteen helpless and sympathetic males looking on! Then — that unforgettable first glimpse of the **Alaska Highway**—a straight

ribbon of road running through the wilderness, north and still north . . . dances in lonely army camps where twenty woman-hungry GI's fought for the privilege of dancing with each rare and precious girl . . . nights on the wards when the wilderness seemed to press against the window-panes and homesick patients talked of "the States" as though it were a lost heaven. Then farther north to a mountain valley where fantastic hot springs turned the surroundings into a winter fairyland—and where for a while the tiny hospital had only one nurse (me!) and the nearest doctor was over 200 miles away . . .



Sternwheeler en route up the Yukon River to Dawson City—reminiscent of the "Trail of '98."

my sleep was haunted by nightmares of epidemics and disasters that never materialized! Back again to Edmonton to the Air Base hospital for five months—then north again on the long flight to Whitehorse. Seven months there—swimming in the Yukon River, watching baseball games through the long northern summer nights, night duty when the wards were never dark, a trip to Skagway—hardly less wild than in the hectic days of the gold rush, and certainly still as beautiful.

Orders for Overseas

And then—the greatest news of all—orders for overseas! There was a month at home, collecting uniforms and "woolies" and papers in a frenzy of haste—and we were on our way. Halifax in January—cold and grey and snowing. Our ship—a tiny little banana boat that looked like a canoe at the pier—and fourteen

days of looking at the sea, watching our convoy, and admiring the navy with a whole heart! Then—docking at London—the first convoy to come up the channel and into the Thames—how proud our crew was!



Goring-on-Thames. The scene is changed—we're now in England, where hospitality knew no bounds!

England—everything we had hoped it would be. London—grey and gallant and beautiful. English hospitality that knew no bounds. English nonchalance that ignored the V-2's while we quaked in our sensible oxfords—and oh, the English cold! Then, Scotland, and our first posting. A huge hospital—seven square miles of grounds, seven square miles of mud and mist and blackout. And seven square miles—or so it seemed—of floors to be waxed and polished every day! Gallons of porridge and oceans of tea to be served at any and all hours. And wonderful weekends and days off in Edinburgh where an officers' club supplied us with unlimited hospitality and unlimited numbers of Canadians on leave!

Months later—a transfer to Essex. A hospital high on the rolling hills with roses everywhere, sunlight pouring into the wards, radios blaring cheerfully everywhere, and patients who thought their seven Canadian nurses were "just the job!" Living quarters that were bleak and cold and cheerless—and pubs that were warm and gay and friendly!

London Floodlit!

And those very special days . . . VE Day in Edinburgh, with bagpipes and bonfires and Scottish reels on the streets, and everyone going gloriously mad! VE Sunday in London, with the King and Queen driving from St. Paul's—and the great crowd outside Buckingham Palace . . . and London floodlit to make a beautiful memory for all who saw it. VJ Day in an Essex village, with the nurses wheeling patients in wheelchairs and spinal carriages to the village pub for a grand and glorious binge! Christmas Day—and a whole great English hospital letting its hair down, with a keg of ale in every ward air raid shelter! And again—the wonderful hospitality of a people who just couldn't do enough for "their Canadians." The "ties of Empire" became ties of affection indeed!

Here Comes the Bride!

Then the trip home—acting as an escort officer for war brides and babies. A great ship this time—and bacon and eggs for breakfast every morning. There was the steward who told us glumly that the food they saved on seasick war brides didn't commence to make up for what the

Red Cross was ravenously consuming! . . . and the brides, jammed in like sardines, but so grateful for everything that was done for them. There was the vast and efficient organization of the army, shepherding every bride and every babe from her English doorstep to her Canadian doorstep. And then—Halifax again—a sunny morning, and me crying quite ridiculously while the band on the dock played "Here Comes the Bride!"

Postscript

There's a postscript to the story, too—a postscript of twenty thousand more miles covered during the summer as a train escort officer on the war brides' trains between Montreal and Winnipeg. Brides who were tired and bedraggled but still excited—who were nervous and frightened of a strange land and new in-laws but who still got off the train bright and smiling for their husbands. There isn't one of us who has travelled with them who doesn't wish each and every one of them all the happiness that Canada has to offer.



Another view of Goring-on-Thames.

So now it's over—the thousands of miles and the thousands of people. The work that we thought would kill us sometimes, but never did—the fun that was more than we had ever dreamed possible. The heart-warming hospitality and the nightmare food—the bombs that missed us and the kindness that didn't. Now—with thousands of other Canadians—the uniforms are packed away—and it's back to the office!

Thought For The New Year

Augustus, a few moments before his death, asked his friends who stood about him if they thought he had acted his part well; and upon receiving such an answer as was due to his extraordinary merit, "Let me then," says he "go off the stage with your applause," using the expression with which the Roman actors made their exit at the conclusion of a dramatic piece. I could wish that men, while they are in health, would consider well the nature of the part they are engaged in, and what figure it will make in the minds of those they leave behind them; whether it was worth coming into the world for, whether it be suitable to a reasonable being, in short whether it appears graceful in this life, or will turn to advantage in the next. —Addison in the "Spectator" papers.



SPEED IS ITS "MIDDLE NAME"

Shoe Repair Department Instals New System



"I sit and cobble at slippers and shoon
From the rise of the sun to the set of the moon. . . .
And as I cobble with needle and thread,
I judge the world by the way they tread.
Heels worn thick and soles worn thin,
Toes turned out and toes turned in,
There is food for thought in the sandal skin."



"For prince and commoner, poor and rich
Stand in need of the cobbler's stitch."

Yes, the cobbler-philosopher in "Chu Chin Chow" spoke truly when he sang his doleful lay—we all stand in need of the cobbler's stitch. But the ancient one would have tumbled off his bench in amazement had he seen the equipment of a modern shoe repair plant like Eaton's.

New As Tomorrow!

The Company recently went into a huddle with a leading specialist in shoe repair plants who spent much time in the Eaton plant drawing up plans for the improvement in equipment and service.

These plans were finally approved and now our shoe repair department is equipped to give you top flight workmanship in double quick time! **Indeed one-day service is a new feature on most leather repair jobs.**

In another issue we will show you some of this department's new machinery—latest in the shoe repair industry!

For example, there's the new "auto-soler" which gives you that finer factory finish. The "auto-soler" counter sinks all nails so that as the leather wears down nails are not exposed to damage friend wife's floor-polishing job. Fast, smooth, secure—that's the auto-soler!

(Continued on Page Eleven)

About the Pictures Above


Back Row, left to right—Messrs. S. Gordon, L. Wydrowski, M. Tokarchuk, S. Prosolowski, R. Barnes, M. Stefanuk.

Front Row—Messrs. C. Spearing (foreman), J. Sudol, J. Bay, H. Janman, W. Karniak, D. Huminik, J. Lyons, E. Mayuk, J. Gilmour (in charge), Misses N. Sochaski, M. Topp, L. Anderson, D. Payne, A. Aimo, and Messrs. G. Patko, N. Mann, M. Ross.

Below—General view of the new shoe repair waiting room. In the foreground, the streamlined shoe findings counter, presided over by Rosine Clarke.

No Call For Superman!

You Can Do This Job Yourself

Superman could probably do the work of 44 men but he is imaginary. We do have a reality that will do just that, however. It might be called a Super Envelope, but we just call it a Store Message Envelope (at right). 

These envelopes would probably do for 90% of your messages, and just think, 1,000 of them will do the work of no less than 44,000 number 7 manilla envelopes! Prove it yourself—it's easy. Just count the 44 name and department spaces on each envelope and multiply by a thousand. And notice how tough they are! They think nothing of crossing the continent in easy stages, like the one shown at right.

We would like your co-operation in using these Store Message envelopes for all purposes where a sealed envelope is not required. Thank you!

Speed Is Its "Middle Name"

(Continued from Page Ten)

Here's Where You Get a Ticket for Speed and Like It! A new ticket system in the shoe repair speeds up service. For example you get a **red** ticket for waiting service. If you're going to call back you're given a **yellow** ticket; or if the job's to be sent a **buff** ticket goes on—saving you time and inconvenience carrying the shoes home.

And Did You Know That You Can Leave Your Shoes at the Repair Counter in the Morning on Your Way to Your Department and pick Them Up Repaired at Night When on Your Way to the Time Office?

The picture on facing page shows the "face lift" given to the shoe repair with its new horse-shoe-shaped counter.

Comfortable chairs for waiting service are a feature; also a shine stand manned by three operators—at your service!

Other features are the new shoe findings counter with the last word in shoe bows for glamour gals, your favorite shoe polish in many shades (however, this is not an ad so we'd better not list 'em). Then, of course, there's the orthopedic shop—but that's a story in itself.

* * *

Yes, the shoe repair is another important Eaton service that is at your disposal. And since "You are as good as your feet" the finest shoe repair job is none too good for you. Moreover, there's the economic side—re-soled shoes last practically twice as long—"What, twice as long?" Yes, twice as long! And that's a fact!

On a recent evening, the three-year-old daughter of a couple in Syracuse knelt alongside the crib to say her prayers. She had been told that on the following morning her parents were taking her to New York City, where they were going to make their future home. And so the little girl finished her evening prayers thus: "God bless daddy and God bless mommy. And goodbye, God—we're all goin' to New York."

—Avery Hale.

—Avery Hale.

SUPER ENVELOPE

NAME	DEPT.
Mrs M. L. Cohen	Supplies
Mr Hutchinson	Supply Office
Mr F. Laick	Budget Office
H. A. ANGLEY	BRANDON
Mr Anglin	Toronto
Mr Stokes	Treasury Office
Mr Engel	Danvers
Miss J. Nancy	
Mr W. Friedman	Saskatoon
USE THIS SIDE FIRST	
Mr H. Sperry	Port Arthur
Mr H. P. L. Shaw	St. Catharines
Mr Keough	St. Catharines
Mr Mc Donald	184
Mr G. S. C. B. C.	174 Dept
Regional Order Office	118
Mr. E. M. Smith	Moose Jaw

DO NOT SKIP SPACES

Nice Meeting You, Miss Robinson!



gina advertising gal very much and look forward to her next visit.

SMILE AWHILE

"Then there's Mrs. 'arris," said the one in the purple jumper. "My dear, 'er floors—you'd never believe. When I first started to work for 'er they was awfull!"

She took a sip of tea and wiped her mouth on a purple sleeve.

"Now," she went on proudly, "after I've been polishin' 'em, three of 'er lady friends 'as broke their legs."





MEET THE FAIRIES!

Left to right—Fairy "Queen"—Alex. McMullen; Isabelle Hanna, Shirley Baldner, Clara Greening, Shirley Galaugher, Grace Edwards, Ethel Mathes.

STATISTICIANS' STAMPEDE

LEGEND:

Time—Wednesday, November 20th, 9 p.m. till—what time did you get home?

Place—Edgewater Gardens.

Weather—Windshield scraping every block—or did you bring the salt cellar?

Statistician—A ten-franc term for a gal or guy of the expense and sales staffs—that sixth-floor place where they know all the answers to Why? What for? and How much? They work like heck all day on mystifying reports and they play in the same tempo. Live wires, them statisticians!

No, Myrtle, the statisticians' stampede at Edgewater Gardens on the wintry night of November 20th was not quite the same as the Calgary stampede! Any similarity was merely coincidental. We hasten to add, however, that with so many pretty gals present there was quite a bit of stampeding on the staglines. Again, there were no gun-totin' cow punchers—no painted Indians in war bonnets—nor bucking brons. We didn't see any mavericks running berserk either, but of course there were plenty of graceful calves in nylons.

And how she knows her rhythm!
Isabelle Greenwood,
accompanist.



Mine hosts—Messrs. Gilbert Eaton, Harold Steele, Bruce Sutherland, Jack Patterson, Ron Parker, Harry Craik and others—kept things spinning right along and saw to it that everyone did their share of dancing.

Miss Zella Nott also lent every effort to make the evening a happy one—which it most certainly was.

Twelve

Do You Believe in Fairies?

Whether you do or not—we had 'em! Just as most of us were getting a bit hungry from fast fox-trotting, came the strains of Mendelssohn's "Spring Song." During this lovely overture, sung by Vera Morrow, in flitted seven woodland nymphs in diaphanous gowns and gauzy wings looking good enough to eat! Six of them anyway—the seventh looked a bit lumpy around the ankles. The reason for this became evident when, following their dance routine, the fairies flitted off stage. Six of them danced gracefully into the women's dressing room. The lone seventh, however, glanced around helplessly then floundered in the opposite direction—(what's the word for man fairy?).

A delightful buffet supper was then served following which the "fairies" and other artists were rewarded with delightful prizes for their charming entertainment. Mr. Gilbert Eaton did the honours here, after which dancing was continued.

She shakes a mean tambourine!
Vera Morrow, soloist and
Gypsy dancer.



Big Season Ahead— Curling Gals Get-Together

The Eaton Ladies' Curling Club got off to a good and early start this season by having a "get acquainted" evening at the Edgewater Dance Gardens, on November 27th. Members of the Men's Curling Club were asked to assist in entertainment, which they did very well.

The club has grown considerably in the past few years, but this one has been record-breaking. There are 14 rinks, eight of which are playing at the Granite and six at the Ft. Rouge. We are very sorry that accommodation couldn't be made for those who had to go on our spare list.

A change has been made in the executive. The new line-up is as follows: President, Louisa Maughan; Secretary-Treasurer, Ruth Bardal; Social Convenor, Joyce Lawton; Ice Convenor, Mary Moore.



Standing, left to right—Ruth Bardal, secretary-treasurer; Joyce Lawton, social convenor; Mary Moore, ice convenor.
Seated—Louisa Maughan, president.

"Letters of Credit"

A prominent Winnipeg matron, whose daughter's wedding was recently celebrated at the Fort Garry Hotel, wrote a letter to the millinery department, which we quote in part:

"I feel I must write you a letter of appreciation as regards all our head dresses and, if you will, be kind enough to convey to Mrs. Helen Gough our gratitude for a big job well done. The compliments on the whole attires have been profuse, so feel that the millinery department had a big share in the success."

* * * *

MANITOBA TELEPHONE SYSTEM T. T. CLUB

"Mr. E. Graydon, Staples Department,

"The T. Eaton Co. Limited, Winnipeg, Man.

"Dear Mr. Graydon—On behalf of the T. T. Club, I wish to thank The T. Eaton Company and yourself for the kindness shown us while shopping in the store last week.

"The purpose of our club is to lend a hand in time of need, and in this case it was to help a family which suffered complete loss in the recent fire.

"Thanking you again for helping us to carry on our work."

"December 2nd, 1946.

Mr. W. H. Matthews Honoured at Breakfast Party

"'Tis said that "everybody talks about the weather but nobody does anything about it." Well, in future, should Mr. Bert Matthews (group supervisor, jewellery department) talk about the kind of weather we're going to have, you can rest assured he knows. Why? Because at an early morning breakfast party in the grill room, on December 2nd, Mr. Matthews was presented with a combined barometer and humidifier. (The gift was a memento from Mr. Matthews' department heads and assistants, to mark his thirtieth anniversary with the Company. Mr. R. Robertson, head of department [jewellery], presided and the presentation was made by Mr. Jim Westby, head of department [optical goods]).

Mr. Westby voiced the feelings of his associates when he paid tribute to Mr. Matthews administration of his departments. Also the friendliness and esprit de corps he had engendered over the years.

Responding, Mr. Matthews thanked his lieutenants warmly not only for their gift, but also for the whole-hearted support they had always given him. To them, he modestly added, belonged the credit.

May a legion of other admirers of Mr. Matthews crash the gate here and say: "Many happy returns!"

"Happy Birthday" to— MISS LAURA SCOTT Chief Operator, Eaton Telephones

As we go to press with Christmas Contacts, plans are underway to celebrate Miss Scott's 35th anniversary in a right royal manner on December 21st.

This event will be featured in our next issue—meanwhile, on behalf of many admiring friends, may we add: "Warmest congratulations, Miss Scott, and many happy returns! May Santa call twice!"





Top Row—Left: Around head table, clockwise, Miss Zella Nott, Mr. B. C. Scrivener, Miss Pearl McCartney, Mrs. Metcalfe, Mr. Sam Metcalfe, Mr. R. M. Pinfold, Miss Elva Bell, Mr. W. G. B. Dailley and Miss Ruth Ross. Centre: The guests of honour—Mrs. Metcalfe (a former Eatonian) smiles happily as the camera clicks, while Sam takes it in his stride. Right: Mr. Metcalfe responds.

Bottom Row—Left: The statisticians' chorus sing "See the Little Puffin' Billies All in a Row!" Bert Kilgour at piano. Right: Mr. Pinfold expresses the Company's thanks to Mr. Metcalfe for his splendid loyalty and helpfulness over the years.

"The Greatest Honour Is To Have Lived Like a Gentleman"

Mr. Sam Metcalfe Celebrates 40th Year with Company

Warm Tributes Paid by Old Friends and Associates At Complimentary Dinner

What is success? To quote in part from a prize-winning definition:

"He has achieved success who has lived well, laughed often and loved much; who has enjoyed . . . the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it . . . who has always looked for the best in others and given them the best he had . . ."

This definition of success might have been tailor-made for Mr. W. S. (Sam) Metcalfe, sales office, who was tendered a complimentary dinner and presentation in the grill room after store closing on Tuesday evening, December 10th, in honour of his 40th anniversary with the Company.

And in further tribute to Mr. Metcalfe we would add: What greater success could a man achieve than to have served his country with distinction and to bear honourable wounds suffered in her defense; to have served his Company with outstanding loyalty for 40 years, and throughout that time to have enjoyed the respect, the admiration and affection of all who know him?

Never have we heard finer tributes to a fellow Eatonian than those voiced for Sam Metcalfe. And each was given with an eloquence that obviously came straight from the heart!

Attending were members of the executive offices, sales, expense and city merchandise departments. Also representatives from the mail order.

To the strains of "Happy Birthday to You" played by Bert Kilgour and heartily sung by the assembly, Mr. Metcalfe was escorted to the head table by Miss Elva Bell and Mrs. Metcalfe by Miss Zella Nott.

Mr. Bruce Sutherland, who presided, said that "we are honouring tonight an old friend and a true Eatonian . . . a man of wisdom, a very gracious man who is always trying to help the younger generation." Mr. Sutherland also expressed his personal appreciation to Mr. Metcalfe for the help the latter had given him in the earlier years.

Mr. B. C. Scrivener said that in the 40 years he had known Sam he had found him to be a friend and a gentleman. "We should emulate people like Mr. Metcalfe and experience the value of happiness in our work and in our companionship," declared Mr. Scrivener. He also paid a gallant compliment to Mrs. Metcalfe "Who has given him sunshine and happiness."

Mr. Harold Steele, speaking as an old friend of Sam's and representing the expense office, Mr. Steele told of the popularity Sam enjoyed among the girls of the expense office: "They all gravitate to his desk for guidance in 'matters of military importance,'" said he.

Mr. Angus Osborne—reminiscing of earlier years—said that in four decades he had heard nothing but admiration for Sam Metcalfe: "Fair and square—a perfect gentleman."

Mr. William Gould's tribute included a thank-you to Sam for his kindness, when, during a trip to England, he had acted as escort for Mr. Gould's daughter. He even took her right to her grandfather's door!

Mr. Wish Houston brought down the house as he recalled those "dear dead days beyond recall" when Sam Metcalfe (Sam Locksley of unerring aim) and himself had worked together as boys in the basement.

There were tributes to Sam as a batsman; to Sam, the dandy on the football field; to Sgt.

THIRTY-FIVE YEARS IN "CHINA"!

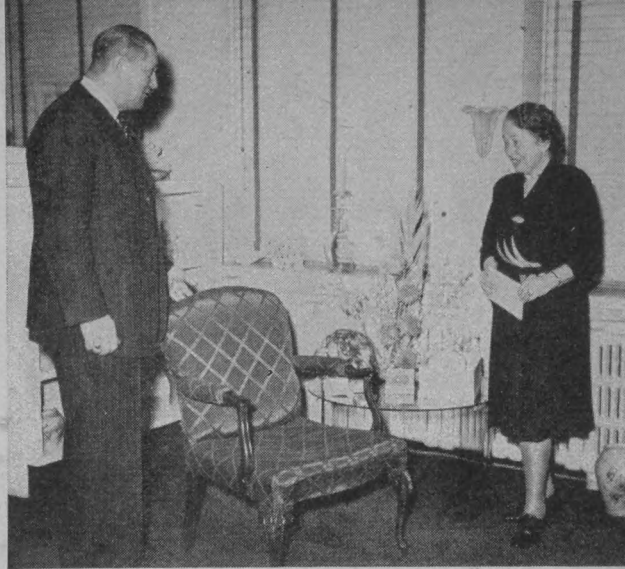
Miss Vena Kritzer Honoured by Staff

Well, not exactly 35 years in China, we really mean chinaware. Anyway Miss Vena Kritzer knows a lot about it by now. She celebrated her 35th anniversary with the Company on November 29th.

Mr. W. H. Matthews, supervisor, presented her with a beautiful wine-coloured occasional chair on behalf of the department. Gifts of china, hosiery, fancy fruit and other momentos were received along with hearty congratulations from her many friends. Among those present to congratulate her was Mr. W. G. B. Dailley, staff superintendent.

Upon hearing a remark about her lovely presents, Mr. V. Dancer said: "She certainly deserves them, she has done a wonderful job."

May we join in with department 252, Miss Kritzer, in congratulating you on a job well done, and may we wish you many more happy years with Eaton's?



Miss Kritzer is presented with this inviting easy chair by Mr. Matthews.

* * * *

Mr. Sam Metcalfe

(Continued from Page Fourteen)

Sam who later was commissioned and then severely wounded on the Somme. There were memories, too of the "Four Horsemen"—Metcalfe, Keough, Dailley and Houston; and when Keough went to Saskatoon, McNeill was introduced to take his place.

It was an eloquent tribute attesting to the life-long friendships of four prominent Eatonians. It ended with a comment recently made to Mr. Houston by Sam Metcalfe's former commanding officer who said Sam was: "A good soldier, an efficient officer, a grand fellow."

Mr. Gordon Dailley—as one of the "Four Horsemen" also spoke of Sam's proficiency on the sports field, as a batsman he could score more goals than any other player on the team. He spoke, too, of Sam's military career, and of the time when Sam "got it." All through the succeeding years, despite his war disability, Sam is always trying to help others.

Concluding, Mr. Dailley quoted Seymour Hicks: "The greatest honour is to have lived like a gentleman."

Mr. R. M. Pinfold, assistant general manager, speaking on behalf of the Company, said: "I wish to convey our sincere thanks for the loyalty and splendid service you have given us. During all these years," added Mr. Pinfold, "you have always been one of God's gentlemen." On behalf of Mr. Metcalfe's old friends and associates Mr. Pinfold then presented him with a big, restful easy chair and an accompanying table lamp.

Congratulatory Messages from Eaton stores right across the western division were then read by Mr. Harry Craik. A telegram from Mr. Ernie Fretwell touched on the then existent coal crisis.

Mr. Metcalfe Responds—"After all those remarks of the speakers, I must have been a wonderful chap," opined Sam, with a twinkle in his eye.

He thanked The T. Eaton Company, through Mr. Pinfold, for their kindness and consideration and also the boys and girls with whom he had worked over the years. There were humorous reminiscences and "rebuttals of evidence" by other speakers and a final word of gratitude for the lovely gifts, for the roses to Mrs. Metcalfe and for the priceless gift of friendship.

* * * *

Congratulations, Old Timers!

Thirty Years With the Company

Mr. Wm. H. Matthews (group supervisor, jewellery).....December 2
Miss Eleanor Walton (linens).....December 5
Mr. Thomas R. Coe (mail order packing).....December 27



"Always a Gentleman" Was the Tribute Paid To Mr. A. M. (Bert) Church on 35th Anniversary

One afternoon many years ago a small boy carrying a big parcel, rang the door bell of Timothy Eaton's house in Toronto. "Who is that?" asked Mrs. Eaton. "A boy with a parcel," answered the maid who had opened the door. "Is he from the store?" Yes, ma'm," was the reply. "Then bring him in," said Mrs. Eaton. Thereupon the founder's wife greeted the boy with a kindly smile, gave him a big piece of cake and a quarter.

"And a quarter was a sizeable chunk of money for a boy in those days," added Bert Church (mail order staples) to whom this incident remains one of his most cherished memories.

A Real Old-Timer!

On November 27th Bert Church celebrated his 35th year of continuous service with Eaton's, but, if friend Bert hadn't broken his time, he would have nearly 44 years with the Company.

As but a slight reflection of their admiration for Bert, the department marked his anniversary by presenting him with a handsome circular mirror.

Stressing Mr. Church's fine qualities, Mr. H. Hancock, head of department, who did the honours, said that Bert was "Always a gentleman" (what finer tribute could any man receive!). "Moreover," added Mr. Hancock, "Bert is always on the job—ever cheerful and ready to help the other fellow." There were tributes also to Bert's war record in World War I and to the fine job of work he did last year—Canadian Legion "Christmas Tree."

In short, Albert M. Church is one of that legion of 100% Eatonians behind the scenes, whose loyalty and wholehearted co-operation over the years are the bulwark of this grand old institution. Cheerio Bert, and many happy returns from all of us!

* * * *



Mr. Mylchreest (centre) surrounded by fair femininity.

Gay Gathering Honours Mr. Charles Mylchreest

Celebrates Thirty-Five Years In Drug Department

Friday, November 29th, the drug department filling room was gaily decorated to honour Mr. Charles Mylchreest on his completion of 35 years of service with the Company. Mr. Mylchreest has been in the drug department all of that time.

Thirty-five years ago the filling room was just a corner of the prescription dispensary with only one person filling orders—"Chollie" himself; today it occupies thousands of square feet in the mail order building, and "Chollie" (as he is known to everyone) has eight to ten people working with him.

The department was planning a breakfast for him but Charlie modestly forbade it, and said he thoroughly enjoyed the alternative they cooked up, and the numerous congratulatory messages from his friends including Mr. B. C. Scrivener, Mr. W. G. B. Dailley and Mr. A. D. MacDonell.

Charlie was presented with a large plate glass mirror, also a badger hair shave brush and bowl. Mr. N. Gray, head of department, made the presentation. With his inimitable humour, Mr. Gray kept everyone in just the right frame of mind for such an occasion. And so, Charlie, here's wishing you good luck, good health and many more happy years with Eaton's!





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the EATON Quarter-Century Club



Miss Ross (second from right) is congratulated by Mr. W. Agnew, head of department.

Draperies Honour Miss Molly Ross

A happy event took place in the draperies on December 5th when Miss Molly Ross, one of the department's most popular members, was presented with twin travel cases by Mr. William Agnew, head of department, in honour of her Quarter-Century anniversary with the Company.

Although Miss Ross has been feeling a bit below par lately, she is recuperating nicely, and, happily was able to come in for her "big day."

Doing the honours on behalf of the staff, Mr. Agnew spoke of Molly's fine loyalty to the department, her pleasing personality which endeared her to employee and customer alike.

During her illness the "lass from Londonderry" had been greatly missed and all wished her a speedy recovery. Mr. Agnew also read congratulatory telegrams for Molly from Mr. Frank Carpenter, Mr. Jim Clarke, Regina, and Mr. Gregg Johnson of Port Arthur. Adding pleasure to the occasion was the presence of old friends and former associates. These included Miss McIntosh (drapery work room) and Miss Harper, both now taking life easy in retirement.

Many other admiring friends say: "Congratulations to you, Molly Ross, come back soon!"

* * * *

New Member of Quarter-Century Club Archie Gilchrist Honoured By Staff

"I never want to see another sugar machine as long as I live, or another grocery department!" Those were the words that Archie Gilchrist mumbled in his weariness one night about 27 years ago. The unhappy experience referred to took place right here in the store.

It seems Archie was put to work on a sugar weighing machine one morning about 10 o'clock. Being an industrious young lad he worked very hard, so hard in fact that it was 11 p.m. when he quit. "I was never so tired in my life," he said, "there was sugar in my shoes, sugar in my shirt and sugar all over the floor." In spite of this, however, Archie, who left to try farming, came back two years later to work in the grocery department where he has spent his 25 years with the Company.

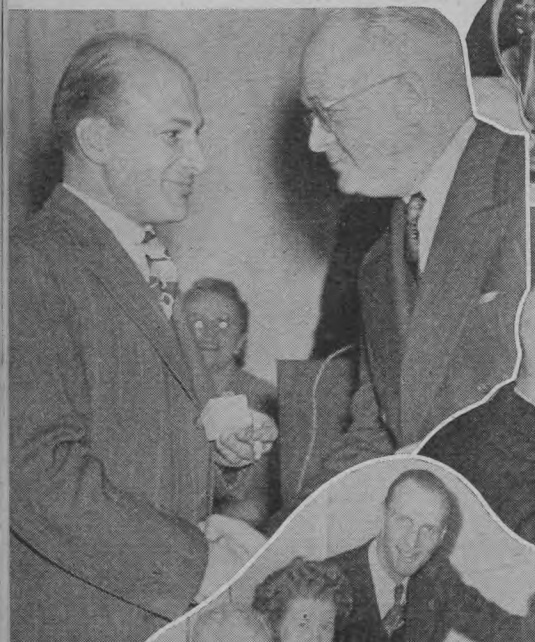
"Certainly glad I did, too," he said, "for I've met so many fine people with whom working is a real pleasure."

Mr. G. B. Douglas, head of department, expressed very nicely, the feelings of the staff towards Mr. Gilchrist and made the presentation of a smart brown plastic club bag. The department sent Mrs. Gilchrist a beautiful bouquet of flowers. Archie was very pleased and happy with the whole affair, and said so in glowing terms. We, along with all your business associates say "Best wishes for many more happy years with Eaton's, Mr. Gilchrist."





PORT ARTHUR HAS A PARTY



Winnipeg's
Mr. John Dunlop
Does the Honours



HELLO THERE!

Greetings To Our Fellow
Editors Across the Snow-Clad
Prairies and Eastward
To the Sea:

FLASH Toronto
ENTRE NOUS Montreal
STAFF BULLETIN Moncton
THE BI-WEEKLY Hamilton
EKCOES Hamilton
CHINOOK WINDS Calgary
THE EDMONTONIAN
. Edmonton
Not forgetting our new baby:
PRAIRIE BREEZES
. Saskatoon



Just a wholehearted wish that this,
the Holiday Season, may be for—
you and yours the heartiest and the
happiest you have ever enjoyed!—



Port Arthur Eatonians Celebrate!

Service Rings and Golf Prizes Presented At One Big Party

(Please See Pictures on Facing Pages)

It was a good summer for the Eaton golf fans at Port Arthur this year, for they had two tournaments in which to test their skill on the fairway. The Knockout Handicap (The T. Eaton Co. trophy) was won by Mr. T. Coakwell, and the runner-up was George Rudd. Mr. Coakwell walked away with top honours in the Field Day tournament, too, runner-up of which was R. Gravelle. Low Gross was won by R. Rix.

Service Rings Presented

On November 20th, a store dance was held in the Prince Arthur Hotel, to mark the presentation of service rings to those Eaton veterans who served in the armed forces but did not attend the "Welcome Home" reception in Winnipeg on September 30th.

Rings were presented to the following: Connie Clarke, T. Coakwell, J. Murray, E. Hill, B. McDowell, H. Adderley, D. Chisamore, J. Williams, R. Johnson, H. Davidson, E. Black, J. Frankham, R. Gravelle, R. Parker, J. McKay, H. Young, G. Rudd, D. Currie, P. A. and K. Potter, Fort William, received their rings at the "Welcome Home" luncheon in Winnipeg.

Another feature of this grand evening was the presentation of golf prizes won at the two tournaments held during the summer.

About the Pictures on Facing Page

Top left—A group from Port Arthur and Fort William foodaterias.
Top right—Mr. J. Dunlop introducing the presentation of golf prizes. Mr. J. Murray (201), chairman, golf committee.
Centre left—Messrs. T. Coakwell, J. Dunlop, presentation of ring.
Centre right—Messrs. J. Dunlop, H. Perry, Bert McDowell (wages office), presentation of ring.
Lower left—Mrs. C. Hine, Mrs. A. Connors, Mrs. H. Young, Mr. J. Dunlop, Mrs. Chisamore, Mr. D. O. Chisamore, Mrs. G. Johnson.
Lower right—Left to right: Messrs. J. Dunlop, J. Murray, head of department 201; G. Johnson, head of department 270; R. Johnston, 279; T. Coakwell, head of department 928, winner of both field-day tournament and knockout tournament cups. Knockout (handicap), T. Eaton Co. trophy; field day (handicap), Life Assurance trophy.

FORTY-ONE YEARS AFTER— YE ANCIENT SALES CHECK!

Only a handful of Eatonians were around when this sales check (below) was written, away back on November 20th, 1905, or three months after Eaton's came to Winnipeg.

The purchase was made by a young man who had just come out from England and was working on a farm at McGregor, Man., for the munificent sum of \$7.00 per month!

This sales slip was for part of his first order to Eaton's. The total amounted to \$36.00 including an "imitation buffalo coat, rubber lined"—and it proved to be the warmest coat imaginable!

What the young man didn't know about Eaton's and the ramifications of a sales check in those days, would have filled several pages of the catalogue. But he was impressed with that information scribbled on the bottom of the sales check: "Sold out of size in 528—sending better quality at same price to save holding order."

Today there are few men around Winnipeg store who know as much about the intricate routine of sales checks and sales audit as this erstwhile young farm hand. His name? Mr. Rod Anderton, head of department sales audit!

T. EATON CO. LIMITED CANADA

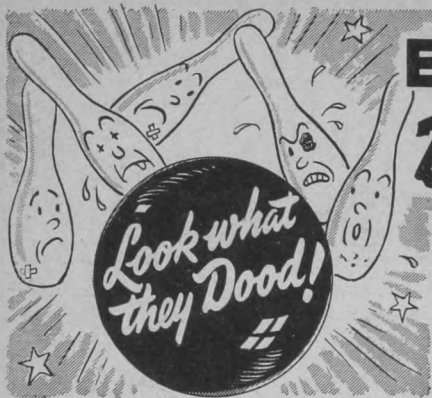
WINNIPEG MAIL ORDER DEPARTMENT

Order No.	Dept.	Sales	Buyer
75371 NOV 20 1905	13	16	73

Checked	Q'ty	ARTICLES	Price	Amount
<i>C</i>	<i>1</i>	<i>Imit. Buffalo Coat</i>		
		<i>overalls</i>		
		<i>double stitched</i>		
		<i>blk 32x32</i>		
		<i>rw. 528</i>		

EXPLANATION—When corresponding or exchanging goods always return this bill

Sold out of size in 528. Sending better quality at same price to save holding order



EATON'S *Mixed* 5-Pin BOWLING LEAGUE

DOUBLE TIE NEEDS TWELVE FRAMES

Twelve frames were required to determine the winner of the second game between Hurricanes and Zoot Shooters in Division Seven.

Needing thirty-four pins to tie in the tenth frame, Gord McLeod of the Hurricanes made two strikes and punched out the four-pin to tie the score. In

the eleventh frame both teams scored ninety-three to remain tied. The next frame saw the Hurricanes win by the comparatively comfortable margin of four pins.

In **Division One** Sport Togs now lead the second series 7-2, with Bombardiers and Huskies tied for second place with 6-3. George Bennett headed the individual scorers with a respectable 705. Gertie Thomson was top lady with 644. Mrs. Millie Mager scored 635, including a 310 single.

Frank Marsden startled the **Second Division**, stepping out from behind a 180 average to pound the maples for an excellent 857. Gladys Morris was leading lady with 748. Skippers scored their third consecutive sweep and now lead in the second series 9-0. Olie Westman, 685, J. Yates, 660, were other high scorers.

Sweeps by Meteors and Doodits featured the **Third Division**, where the former lead with 7 wins, 2 losses and Doodits hold second spot, one game back. Sid Gerrard scored 715, and team-mate Jack Merritt, 712, but their team, the "Merries," won only one game. Miss Doris Slack led the girls, registering a nice 329 in her 705 total.

Paced by Mary Moore's outstanding 712 effort, Nomads swept their series with Monarchs in the **Fourth Division**, and now head the poll with 7 and 2. Favritz and Panty Waists are tied one game back. Jack Donnett, 641, and Walter Mills, 636, were best of the boys.

There were no sweeps in the **Fifth Division** where Imps lead 7-2, with Rip Saws and Majors in a second place tie 5-4. Charlie Manweiler was best man with a nice 682. Bessie Valentine led the gals with 591.

Play in the eight-team **Sixth Division** was highlighted by no less than three sweeps, Penny Pinchers, Dustpans and Split Atoms doing the trick. In the other contest Vikings took the odd game from Red Hots. Penny Pinchers scoring their third sweep in as many nights are leading in the second series 9-0. Split Atoms are next in line with 6-4. Scoring was weak throughout the division, Ray Young having the best effort with 617.

Johnny Stevenson turned in a nice effort in the **Seventh Division**, putting together 232-259-248 for a 738 total. Herbie Graham rolled consistently his 661, including games of 230-219-212. Lorraine Aylward paced the girls with 605 (228), with Ruth Evans close behind 599 (271). Try Hards, with Stevenson and Evans showing the way, swept their series with Comets. Trotters lead 7-2, with Hurricanes and Checkers right behind with 6-3.

In the **Eighth Division** Warehouse Five won three straight from Panthers to go into a first-place tie with King Pins who eked out an odd-game decision over Rovers. Pat Milne of Has Beens topped the scoring with 651. Irene Daniels was leading lady with 644. Ruth Hainstock had the high single for the division with 314.

League Standings as at December 15th

Division One W. L.		Division Two W. L.	
Sport Togs	7-2	Skippers	9-0
Bombardiers	6-3	Lucky Strikes	6-3
Huskies	6-3	Progressors	5-4
G.O. Joes	5-4	Peepees	5-4
Pat's Punchers	4-5	Spillers	5-4
Set-Ups	4-5	Fuzzies	4-5
Strollers	4-5	Lafalots	4-5
Scotties	4-5	Hep Cats	3-6
Kentiles	3-6	Capitols	2-7
Greenettes	2-7	Nationals	2-7
Division Three		Division Four	
Meteors	7-2	Nomads	7-2
Doodits	6-3	Favritz	6-3
Jeeps	5-4	Panty Waists	6-3
Pushovers	5-4	Mazumas	5-4
Snowballs	5-4	Eurekas	5-4
Strutters	4-5	Raiders	4-5
Merries	4-5	Zeros	4-5
Jewels	4-5	Jay Dees	3-6
Eagles	4-5	Selects	3-6
Seven-Ups	1-8	Monarchs	2-7
Division Five		Division Six	
Imps	7-2	Penny Pinchers	9-0
Rip Saws	5-4	Split Atoms	6-3
Majors	5-4	Quints	5-4
Drivers	4-5	Vikings	5-4
Hawks	4-5	Decots	4-5
Hucksters	4-5	Dustpans	3-6
Tyros	4-5	Red Hots	3-6
Gay Ones	3-6	Mixers	1-8
Division Seven		Division Eight	
Trotters	7-2	Try Hards	4-5
Hurricanes	6-3	Comets	3-6
Checkers	6-3	Dandies	3-6
B. Bees	5-4	Zoot Shooters	2-7
Warehouse Five	6-3	Shippers	4-5
King Pins	6-3	Has Beens	3-6
Rovers	5-4	Panthers	3-6

All of the Best To You From Us, Jimmy!

All decked with poinsetta and bearing a cheery greeting to his many friends at Eaton's —comes a Christmas card from Jim Sewell (elevators' staff). Jimmy is, happily, regaining his health at Ninette Sanitarium.

Your many pals of Veterans' Guard days add their best wishes, soldier!



THREE IN ONE!

Lingerie Department Makes Triple Presentation to Brides-to-Be

Yessir, the lingerie department really does things in a big way—not one but **three** lovely brides at once! The ladies in question were: **Miss Thelma Thomas, Miss Ina Lindquist and Miss Nettie Olson.**

Miss Thomas is now Mrs. A. W. Starratt. She was married on December 6th, in far away Vancouver. Ina Lindquist is the bride of Mr. Ivan Chisolm. Their wedding day was December 14th. Mr. Joe Donaghy, from Eaton's paint shop, is the lucky man who married Nettie Olson on the 7th of December. These girls were very popular and valuable members of the staff and will be missed by all who worked with them.

Mr. N. Cook, supervisor, made the presentations to the (no kidding, they really were) blushing brides-elect on the 26th of November. Miss Thomas was presented with a pair of snowy-white blankets trimmed with baby blue, and very lovely they were, too! Miss Lindquist received a beautiful white chenille bedspread trimmed with pastel colored flowers. Miss Olson's present was a double boiler, one of those new copper-bottomed sets. The girls were very thrilled with their gifts and expressed their thanks in glowing terms.

Here's wishing the three of you the best of everything, and all the happiness in the world!



MARGARET CHARNOCH SAYS GOOD-BYE TO 1764

Miss Margaret Charnock (photographic work room) left November 21st to take a new position with the Public Health and Welfare. Presentation of a statue was made to Margaret as a token of remembrance. Everyone wishes her the best of luck.

—M. Drysdale.

"YOU'VE GOT TO BE A FOOTBALL HERO! . . ."

. . . to get along with the beautiful girls," that's what the song says anyway, and we know of one who really made a hit with one of ours. The football hero is none other than the mighty Martin Gainor, tackle for the Winnipeg Blue Bombers. The lucky girl was Miss Myrtle Benson, of the post office staff, now Mrs. Martin Gainor. They were married on the 6th of December in the First Lutheran Church.

A party was held for the bride at Mr. L. E. Summers' home, at which she was presented with a sterling silver tray from the Company and a table lamp from the staff. The girls also had a luncheon at the Homestead for Myrtle. Best of luck and all the happiness in the world, Mrs. Gainor.

* * *

Mr. Summers adds his best wishes to Miss Myrtle Benson

Twenty-One



LOVELY WEDDING AT HOLY TRINITY CHURCH

**Miss Violet Black
Now Mrs. K. Lawrence**

Mrs. Ken Lawrence (nee Miss Violet Black's) disposition is a very rosy pink these days we'll venture, for she's a brand new bride. Before leaving the fire insurance office on November 27th, she was presented with the beautiful chenille bedspread you see in the picture. Her wedding took place in Holy Trinity Church on the 29th of November. Mr. Ken Lawrence is the happy husband. Congratulations and our very best wishes for future happiness to you both.

Top Picture — Girls of the staff holding the lovely gift to the bride. They are, left to right: Clara Greening, Shirley Crowder, Pat Brown, Ethel Woodcock, Charlotte Breen, Joan Morley, Ethel Matthes, Shirley Baldwin and the bride, Violet Black.

Below — Mr. D. J. Fergus, first assistant, fire insurance; Mr. Bruce Sutherland, head of sales office, and the bride, the former Violet Black.

"What's the Good of a Birthday If You Can't Have a Party?"—

—Margaret Thorburn and Evelyn Piper, two highly popular gals of the grocery department, want to know. Margaret's was on December 2nd and Evelyn's on December 22nd—"too disgustingly near Christmas to expect much loot" sighed both. However each got a birthday cake anyway. Many happy returns!

"Velkominn Litil Barn!"

"That's 'Welcome Little Baby' to all those who don't understand Icelandic, and it's a welcome to the brand-new arrival in the Halderson family. Many of you will remember the mother, the former Madeline Magnusson, of correspondence.

Little Margaret, who weighed in at 7 lbs. 10 ozs., arrived on December 10th—and what a lovely Christmas present for her big brother, Franklin, who is nearly three!



Smiling right back at you is **Mrs. Mark Lehmann** who formerly was Miss Ann Boss of 41 department, mail order. Her wedding took place on Saturday, November 23rd. Bless you, my children!

* * *

Supply Office Send-Off—

Janet Howie Becomes Bride

A gay breakfast party was held in the grill room on November 30th, to honour and say goodbye to Miss Janet Howie, of the supply office, who was leaving the Company to be married.

On the department's behalf, Mr. J. E. Hutchinson, head of department, presented her with a bedspread, and Mr. Clarke made the presentation of some very lovely pillow cases. And just for fun, Janet received a dandy little sweeping set from Toyland. There may be nothing to this, and maybe it's just coincidence, but we think it's worth mentioning. The girl who was in Janet's place before, spent her holidays one year at Clear Lake and came back with a husband. Janet announced her engagement very shortly after returning from there herself. Coincidence? Could be, but methinks a lot of the girls will be spending their holidays at Clear Lake next year.

Janet's wedding took place in the 1st Federated Church on December 7th, and the lucky man is Walter Sigmundson. Congratulations and the very best wishes to you both, Mr. and Mrs. Sigmundson.

Twenty-Two





BASEMENT STORE



Miss Noreen Cox has decided to go home and see the folks back in Calgary for a while. She left 926 department in the latter part of November. As a parting gift she was presented with a beautifully engraved silver compact.

*

Cupid has scored another hit in 926 department. He really made a bull's eye, too, for she left in so much of a hurry that she neglected to tell us his name. Any way we know her name, it's, or rather it used to be, Edna Graham. She was presented with a lovely breakfast set, and the girls gave her a pretty corsage, too. Best of luck, Edna!

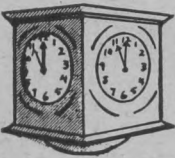
*

Rumours Are Flying!

And they all concern Neta Rempel, formerly of 937 department. She left the department on November 29th and that's where all actual facts end. Rumour has it that she is going to be married very shortly, and that she is about to be engaged, that she left, just to get away from it all; and numerous other theories have been heard, too. Not much as a factual item, but it's good food for thought. Anyway, she was a very well liked member of the staff, and when she left, the girls presented her with a pair of wool blankets and some lovely towels.

* * *

MAIN FLOOR



The gloves and hosiery department has missed Mr. B. Pearn lately. He has been away ill for a few weeks. Here's wishing him a very speedy recovery!

*

A Party for Mr. Campbell

The Civic-Caledonian hall was the scene of much merriment on the night of December 10th, for the glove and hosiery department had a party there. It was in honour of Mr. Cecil Campbell, group supervisor. No, it wasn't his quarter-century anniversary with the Company or anything like that. The reason the party was held in his name was that it seemed the only way to ensure his being there. All the other times the staff have had parties Mr. Campbell has been out of town or too busy to come. 60 members of the staff attended and it was a real bang-up success. Music was supplied by

a P.A. system, and good fun enjoyed by everyone present. "We should do this more often," was the popular opinion.

*

The drug department is glad to hear that Miss Mary Frederick's sister Bea is home from hospital, and especially happy that she was able to walk from the cab to her front door. Plucky work, Bea, we hope to see you up and around again soon. For the benefit of those who don't know Bea, she had a very bad accident last spring which threatened to keep her a cripple indefinitely.

*

Well wha' d'ya know! "Sandra Lee" whom local scribes gave top billing to after they had heard her sing at the Beacon Theatre, is none other than our own Lee Mackenzie, pretty brunette on the soap counter. What a surprise we received. Lee is also treasurer of the Professional Entertainers' Guild.

*

We have a travelling saleswoman with us again. It's Miss Margaret Knapp, Dorothy Gray's representative. She'll be with the toiletries department for a month. Glad to have you, Miss Knapp.

*

Mrs. Lavery, former Yardley demonstrator, is back in the toiletries, too, helping out in the Christmas rush.

*

Her First Christmas

Belated congratulations to Mr. Doug Howat (men's shoes) and Mrs. Howat upon the arrival of a daughter on November 10th. The wee stranger will be given the pretty name of Cheryl Eileen.

* * *

THIRD FLOOR

It's a Boy!

A baby to report in the sporting goods! It's a boy, and he is the son of Mr. Roy "Proud As Can Be" MacDonald. He was born on November 25th, in Grace Hospital, and mother, father and son are doing fine. He was christened Allan Neil MacDonald, and with such a fine Scot's name he's bound (we hope) to be a better golfer than his "old man."

*

Fruits Have Gay Party

The motto of the fruit department seems to be "The more we are together, the happier we'll be." Anyway that's the way things looked at the second party held by this department at the Sturgeon Creek Community Club. As usual, George Walker did a very capable job of handling the affair. Music was supplied by Alf, on the accordion. As this was the last social evening of the fruit department before the Christmas rush, everybody went all out to have an especially good time. And we did!

*

Encouraging reports have been heard in the sporting goods department from Johnny Gross, who went down to the U.S.A. to coach the New Haven hockey club.



THIRD FLOOR

Miss Marilyn Houston left the meat office on December 14th, for a new position with the C.P.A. On leaving she was presented with a charming gold pin.

* * *

FOURTH FLOOR

Maurice Agland is with us again after a month's absence due to pneumonia. The staff of department 241 says "It's good to have you back, Maurice, and we're glad you're feeling better."

* * *

FIFTH FLOOR

We're going to have a wedding to report from the boys' clothing one of these days. Miss May Stones is engaged to Mr. James Fargey. Congratulations, May.

* * *

SIXTH FLOOR



Mr. Redfern Spencer (carpets and linoleums) is a grandfather! The blessed event took place on December 6th. Mr. James Spencer, the proud pappa, is with the mail order radios. Congratulations, dad and granddad. **Tempus Fugit.** Gosh, Jimmy, it seems only like yesterday that we dangled you on our knee.

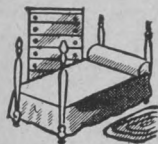
*

Two girls from the shopping service have evidently been shopping around for husbands and have succeeded, too. Miss Elsie Butland is wearing Charlie Whitehead's (painters) ring. She got it on Sadie Hawkins' day, November 9th. Nice going, Elsie.

The other lucky young lady is Miss Joyce Hoccom, who became engaged on October 4th to Mr. Arnold Brooks.

* * *

SEVENTH FLOOR



Been hearing lullabys and cradle songs all day long in the sheet music department lately? So have we, and we know why. Mr. Bob Bryson is the very proud father of TWINS! Yessir, as of December 2, he is the parent of two baby girls, who weighed in at 6 lbs. each! Both mother and babies are doing well. It was kinda hard on poor pop though, but he'll survive. Paula and Leigh are the pretty names that have been chosen for the girls.

* * *

GENERAL OFFICE NEWS

By Muriel Purdie.

Since the last edition of Contacts things have been happening around the general office and no doubt you will like to hear just what those things are.

Well, first of all, there are the weddings to report.

Velma Matthews was married to Al Sweet. She received from the girls of the staff bedroom

lamps, and from the entire office, trapper point blankets.

Margaret Alexander was married to Art Millard in Tabernacle Baptist Church on December 2nd at 7 p.m. The bride wore white. Mr. and Mrs. Millard will reside in Winnipeg. Margaret was presented upon her departure to be married, with a picture and mirror from the entire staff, and linens and bedding from the girls.

We wish lots of happiness in the future for the above mentioned couples.

*

Congratulations Mr. and Mrs. Al Sizeland, on the arrival of a son December 6th. We noticed Mr. A. Sizeland, Sr., (154 department) was all smiles last week—could the reason be the arrival of his grandson?

*

We are glad to have you back with us again, Lillian (Browne), after a stay of over two weeks in the hospital.

*

We are all thinking of you, Ivy (Vale), and hope you will be feeling much better soon.

*

Now for the farewells! Isabelle Bennett left to join her husband in Galt.

Nancy Law left to reside in Toronto and was presented with a purse and hosiery upon her departure.

Doris Williams left our staff and was presented, before leaving, with luggage from the office.

We wish you girls lots of luck in your new locations.

*

As the Christmas season and New Year are approaching, we take this opportunity of extending wishes for a very Merry Christmas and Happy New Year to all members on the staff of other departments.

* * *

EIGHTH FLOOR

Joyce Livingstone has left the city advertising department to take a position in the Medical Arts building. A sterling silver Ronson lighter was presented to her as a gift from the staff.

*

A new arrival in the city advertising is Lillian Nolan, who is taking Joyce's place. Hope you like it here, Lillian, it's very nice having you.

*

Mrs. Ruth Murphy, of city ad, has left because of ill health. Best wishes for a speedy recovery Ruth, and hurry back, we miss you.

*

Vince Besth is now with the basement store, and another new member of the city ad staff is Miss Helen Gaspard. Farewell to Vince (how else can we say we miss you) and hello to Helen.



Fond Goodbye said to Mr. Fred Goulty

Thirty-five Year Man Leaves for Coast

It was a sad and yet a happy occasion that took place in the mail order building on the morning of December 4th. It was sad in that Eaton's lost a valuable and well-liked member of the delivery staff, yet happy, for he was about to take a well-earned rest.

Mr. C. Tucker, manager of the delivery, spoke highly of Mr. Goulty's work and recalled incidents from the days when Mr. Goulty started in Eaton's. He was driving a team of those fine Eaton horses, a job he handled most efficiently until the arrival of electric cars. "They really made the pedestrians jump," laughed Mr. Tucker, "but we never worried about Fred coming through all right." For the past several years Mr. Goulty was driving the Company truck between the store and warehouse.

A lovely blue easy chair was presented to him by Mr. Tucker, on behalf of the staff. The actual chair was sent to Vancouver for him, but an exact duplicate was obtained for the presentation.

"I've waited a long time for this day," Mr. Goulty said, "and now that it's here I find it very hard to say goodbye." He also said he would be more than glad to see any of his former associates if they should ever get to Vancouver.

* * * *

Mail Order Notions Honour Popular Member—

Gilbert Blamey Leaves for B.C.



Thursday, December 5th, saw departments 22 and 24, mail order, once again pay honour to a retiring member. The place was the Mikado Room in Moore's. The honoured one was Mr. Gilbert Blamey. A grand chicken dinner was the piece de resistance, followed by a roof-raising sing-song. Mr. J. W. Aker, head of the department, called upon Mr. S. H. Williams, supervisor, to make the presentation. Mr. Williams thanked Mr. Blamey for his years of faithful work, then on behalf of the staff presented the guest of honour with a gold wrist watch inscribed with the words "G. C. Blamey From Your Business Associates, December 7th, 1946." Mr. Aker then added more laurels to the popular Mr. Blamey.

Mr. J. Budd, assistant, then presented Mrs. Blamey with a box of chocolates on behalf of the staff.

Reminiscing of the old days by Mr. H. N. J. Shaw and Mr. V. C. Gilmer followed, and the evening was concluded with that lovable folk song "Auld Lang Syne."

Mr. and Mrs. Blamey leave for British Columbia, where they will make their home in the future. Many admiring friends of Gilbert's throughout the store add their best wishes for the years to come!

SOROKA-SCHUMAN

Miss Minnie Schuman (box factory) has decided to say "I do" when the minister asks the 64-dollar question. The lucky gentleman is Mike Soroka.

A shower in her honour was held at the Homestead where she was presented with a number of fine gifts.

On leaving she was presented with a chenille bedspread by her fellow employees.

The happy couple were married at Lac du Bonnet on Saturday, December 14th.



PRESENTATION TO MARY PARK

Congratulations and best wishes were extended by Mr. Green when the members of department 12 took time out from the Christmas rush to honour Miss Mary Park on the occasion of her 30th year with The T. Eaton Co. Limited on November 29th.

With the exception of six months in 1760 drug work room, her entire 30 years has been spent in the drug department where Mary is much respected. She was presented with a gift of books and book ends. In the evening Mary was entertained at dinner by the girls of the department at Graystone Arms.





*Jolly good Wishes
for Christmastime*

**To All Our Contactors.
Thanks For a Job Well Done!**



St. Alphonsus Church, East Kildonan, was the scene of a wedding, November 30th, when Pearl Bates, 122 department, became the bride of Lawrence Nys. Prior to her departure, Pearl was presented with boudoir lamps from 133-122 departments, and the girls gave her a mantel radio.

Mrs. Jones, Marie Plouffe and Marion Doherty entertained at the home of the latter in honour of Miss Pearl Bates. The guest of honour was presented with a trillite and hassock.

Miss Kay McAuley, 113 department, left on November 27th to marry Deb Streeter. Prior to her leaving, Kay was presented with a lovely mirror, plaque and bedthrow from her co-workers. The happy couple will reside at Fleming, Sask.

Three lucky gals with sparklers on their fingers are Margaret Harris, Anne Valka and Irene Poersh. Best wishes, girls!

* * *

By R. Prynn



Departments 67 and 68: Big doings in these departments this month. Glamour Girl Nellie Faraci has now found that one in a million and recently became engaged to Cec Maw of the R.C.A.F.

Our four-team bowling league (Hot Shots, Dodgers, Dynamos and Monarchs) is causing lots of talk again this year among those concerned. If any other leagues around are looking for competition, let us know. Among the girls who are making a name for themselves are Misses Dinney, Thomas and Milne, and the men are Messrs. Reshetka, Cave and Livingstone. The Hot Shots have won the first half by two games.

* * *



Department 36 sends Christmas greetings to Mr. Jack Swann and we all wish the New Year will bring you a speedy recovery.

The girls of department 36 are looking forward to Santa's visit

Seen and Heard in the Mail Order

to the "Homestead" on December 24th, and especially to that delicious turkey dinner that he has in the top of his sack.

*

Mail Order Dress Goods

We are pleased to see Ethel Sheidow back at work again after her recent operation.

*

Also to report that Winnie Crowston is progressing favourably after her operation and expects to be back at New Year's.

*

Miss Kay Chapman became the charming bride of Mr. Dennis Allen on December 4th at St. James Anglican Church, gowned in white brocaded taffeta with a family heirloom veil, attended by two bridesmaids.

On the eve of her leaving the store, Mr. P. H. Longstaffe presented Kay with a set of silver flatware, and expressed the regrets of the department at losing such a popular and versatile member of the staff. Kay and Dennis will reside at the Hudson's Bay fur ranch at Birds Hill, and their many friends wish them every happiness.

A kitchen shower was also tendered Kay at the home of Miss Eileen Rickner. The laughter and hearty appetites of the thirty guests was ample evidence of the success of the evening.

*

The smiling gentleman in the picture is Mr. Fred Ellis of mail order dress goods, and the photograph was taken on his thirtieth anniversary with the Company November 28th. Fred was born in Torquay, England, came to Canada as a youngster and started with the mail order cash; when he graduated to long pants he was transferred to the dress goods. His many friends in the Company will join in wishing him many more happy years with Eaton's.



By M. Fraser

Departments 3 and 4: A hearty welcome to Mr. Walter Hancock and the auxiliary staff who have come to our assistance through the "rush" season. It's pleasant to greet so many old-timers on the staff!



Best wishes for a speedy recovery to Mrs. Rita Palmer who was rushed away for an emergency operation last week. Hope you'll soon feel fit again, Rita. We are happy to hear that Miss Mary Bell is progressing favorably after a recent appendix operation.



By W. Doolan

Department 116: Best wishes for future happiness to Priscilla Beauchemin and Edna Sinclair, who received diamonds this month.

*

Bob Williams is spending an unexpected holiday after having his appendix removed. You couldn't have picked a better time had you tried, Bob! Hope you'll soon be feeling better.

*

Miss Muriel Blake left on Saturday, December 14th, to be married. Muriel received a beautiful lamp and many other gifts from the girls. Best of luck, Muriel and Chris!

*

Congratulations to Mr. Jim Spencer (60 department) and Mrs. Spencer on the birth of their daughter, Margaret Eleanor, born December 6th, 7 lbs. 1 oz.

*

By D. Balsdon and R. Soutter

Departments 167, 173, 159: Jackie Larkin left on December 12th to become the bride of Peter Walker. The wedding took place on Saturday, December 14th. Jackie was presented with a lovely gift of linen. Best of luck to you both!

*

Mary Valka came in with a lovely sparkler the other day, her future partner being Charlie Eakins. Congratulations, Mary and Charlie!

*

Two members of our department who are still on the sick list are Olga Nyberg and Joe Sigurdson. We are pleased to hear you are home, Olga, and that Joe is liking it out at Ninette. We hope it won't be long before you are back with us.

*

Ellen Lataryn left last month to reside in Vancouver. Good luck, Ellen; we hope you like it up there!

*

By Mary Ewing

Department 139: We are glad to welcome back Mr. M. Sinclair from Toronto.

*

Mr. Davidson is back with us again after a week's sickness. Nice to see you back, Davy!

*

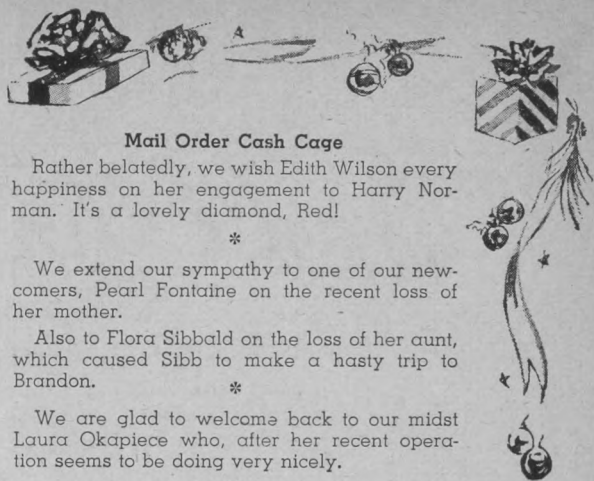
Fancy Goods Workroom

Former employees of 1024 department who this month are receiving congratulations on the birth of a son are:

Mrs. W. Cuthbert (formerly Gena Murray). Her boy is being named Murray Wayne.

Mrs. T. McGrath (nee Willis Dalglish), a son, William Andrew.

Mrs. James Carson (nee Margaret McCune) is naming her son James Ryan.



Mail Order Cash Cage

Rather belatedly, we wish Edith Wilson every happiness on her engagement to Harry Norman. It's a lovely diamond, Red!

*

We extend our sympathy to one of our newcomers, Pearl Fontaine on the recent loss of her mother.

Also to Flora Sibbald on the loss of her aunt, which caused Sibb to make a hasty trip to Brandon.

*

We are glad to welcome back to our midst Laura Okapiece who, after her recent operation seems to be doing very nicely.

*

"Auntie" Jenkins seems to be doing herself proud since the recent acquisition of a new niece.

*

We were sorry to learn that one of our "cash cagers" has left with all her family to live at the coast. Eileen Hunt (nee Goulty) left December 10th with her children, mother and father to live in Vancouver. Her father, Fred Goulty, a former Eatonian, has retired after a record length of service. We'll miss them.

*

New Name for Santa

A letter received recently in the "cash cage" was addressed to Mr. Whiskers, North Pole, Alaska.

*

We've missed Beth Jamieson and hope she has completely recovered from her accident.

*

The staff of 161 department wishes to extend to all former members the warmest of season's greetings, particularly to Miss Ann Pretti, who, we hope, is well on the road to good health once more. We hope the New Year will bring health, wealth and much happiness to all.



PRINTING PLANT PATTY

By Miss M. Hoffman

We wish to announce the birth of Carol Ann, daughter of Mr. and Mrs. Bert Offer. Mother was Miss Grace Beavis of the proofroom.

*

We regret the passing of Chester Ralph, father of Miss Betty Ralph of 1745 office. The burial was made at Neepawa on Friday, December 13th.

*

Eddie Leveque, the last we heard, was still in hospital.

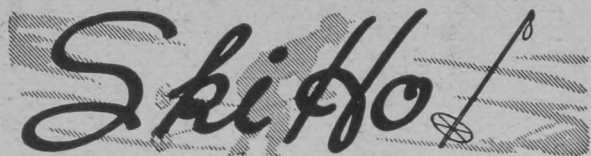
*

Mrs. Mary Drewry and Mable Hatch are on the sick list.

*

Jennie Evanecky is in hospital to undergo an operation on her wrist.





Bluebirds' First Flight of Season !

In spite of the presence of rain and slush, (which later in the day turned to ice) and the absence of crisp, flaky snow, 50 Bluebirds turned up at the Edgewater on December 11th to open Eaton's ski season. True, there wasn't much opportunity for any fancy slalom shows (maybe so early in the year it's better that way) but everyone enjoyed the outing and had a wonderful time. The skiers crossed the river and spent the better part of the day in St. Vital park, having too much "just plain fun" to think about the poor conditions. Thus, having worked up enormous appetites, they returned to a hearty dinner.

New Executive Elected

After enjoying their dinner, the Bluebirds turned to the business of the evening and elected their officers. Elected were:

President: Harold Aseltine.

Publicity Director: Bill Spencely.

Transportation Director: George Gould.

Social Committee: Margaret Gauthier and Leo Clark.

Treasurer: Ernie Gould.

Secretary: Isabelle Hanna.

Thus having dispensed with the food and the business of the evening, the Bluebirds turned to getting acquainted and having more fun. Some enjoyed dancing and singing, and then there was bridge for those who skied too strenuously (or ate too much).

(Wanted—Male Help!)

This promises to be a record year for the club, Eatonians, but there's one thing wrong. Where, oh where are the men? They're so badly outnumbered it's scaring the ones that are left. Gosh, that will never do. Don't you male Eatonians know what a wonderful sport skiing is? Don't ever let it be said that you're afraid of breaking a leg or some such trivial thing. Think of the sport, the adventure of it, and come on out and **Join the Bluebirds!** The Bluebirds will have Sunday outings this year instead of just Wednesdays as in the past, so we're looking forward to a wonderful season of fun, good friendship and much fine sport.



ANNUAL GET-TOGETHER STARTS

Men Curlers Off To Merry Clip

One of Biggest Seasons in History Looked For!

Their ranks swollen by many boys back from the services who are rarin' to take up the roarin' game again—the Eaton Men's Curling Club expects one of the biggest seasons of its history! Over 50 rinks of men are lined up and 14 rinks of faire ladies.

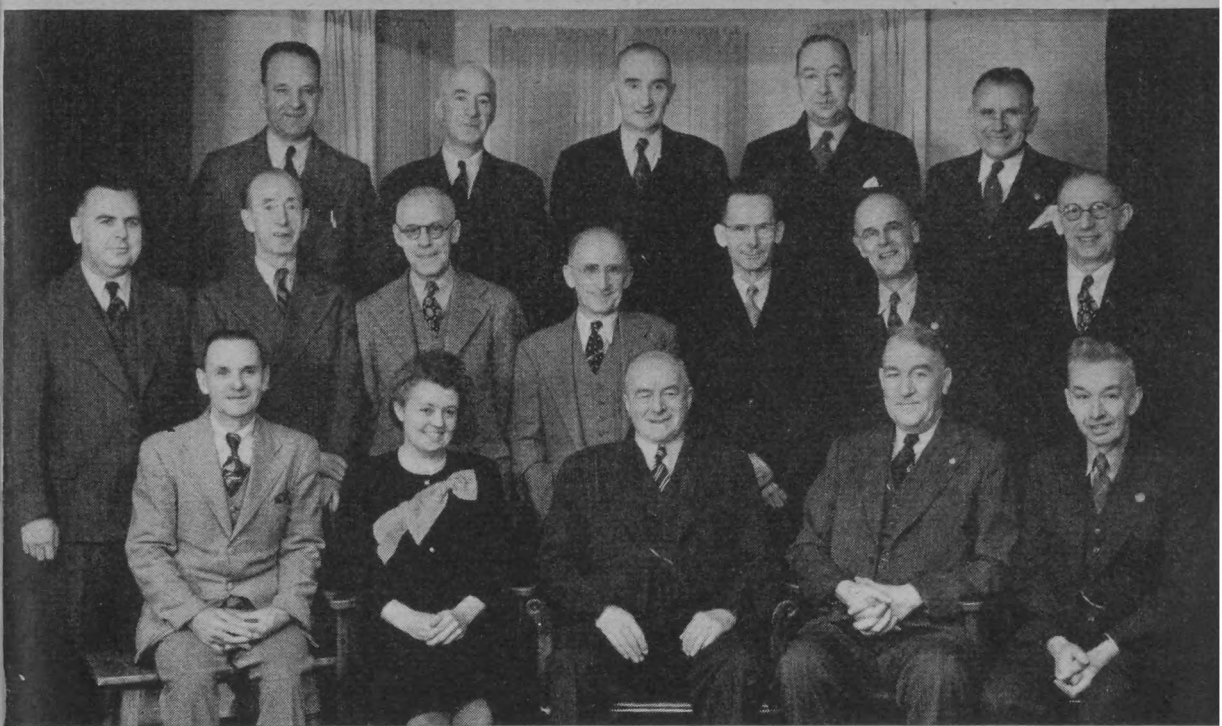
With perfect ice conditions prevailing—curling is now in full swing at the Civic-Caledonian, Granite, Grain Exchange and Fort Rouge rinks.

The Annual Get-Together—held on Saturday night, November 23rd—was the usual merry event: a stag party with a variety programme containing a number of unscheduled items. President Jack "Tommy" Thompson made a genial

mine host and with him at the head table were executive members of the Civic-Caledonian and the Eaton Club. Speeches were cut to the bone. Master of ceremonies Walter Scott kept the programme at a fast moving tempo—the assisting artists being those ever-welcome entertainers Bobby Robertson, Lorne Walsh, Frank Patry, Carl Thatcher, Bert Mitchell, Geo. (Shorty) Cumbers, Tim O'Dell and the "Harmony-Duo": Tom Humphries and Ken Chalmers. The evening closed with a few rounds of bridge and some spirited games of carpet balls.

M.C. Scott wishes to thank the assisting artists for helping to put over another grand evening with Eaton curlers.





Back Row, left to right—Bill Seal, Louis Partridge, Joe Patterson, Bob Eaton, Fred Game.
 Second Row—Les Cleve, head of department; Bill Quayle, Johnny Goodman, Johnny Bewick, Frank McCorquodale, Joe DesRosiers, Tommy Smith.
 Front Row—William Reid, Miss Dorothy Dee, Chief Campbell Walker, Jim Orr, first assistant; Arthur Daw, first assistant, hat section.

WALKER "SHOOTS THE WORKS"

Fiery Scot Takes Up Staples' Quarter-Century Challenge

T. H. Hancock made the challenge on behalf of 36,
 But the Scotsman, Campbell Walker, said the record he could fix.
 28 has seventeen people, 516 the total reads;
 Five more quarter-century members—that is all that Hancock needs!

The Hancock-Walker feud is on!

When Campbell Walker, fiery Scot of the mail order men's wear, read Bert Hancock's challenge in December Contacts defying any department to equal the staples for Quarter-Century records, etc., and even publishing the photographs of his "seasoned troops"—the Walker hit the roof.

"What the heck is Hancock shooting the breeze about," he shouted over the phone to Contacts, "why we can knock the spots off his record—do ye ken we've got a gang of lads in 28 department whose Quarter-Centuries total 516!" "You have?" "Sure we have and I'm sending over their picture for Contacts tout suite."

With that we called the enthusiastic Mr. Hancock and told him that the Walker had upped him one. "Precisely where does that leave you?" we asked. "We're not in the least perturbed," calmly replied Mr. Hancock in that polished accent of his. "If you'll refer to our challenge, you'll observe that we specified 'we challenge any department to produce twelve such good looking people, not to mention their obvious youthfulness.'" So there you are folks.

A photograph of Chieftain Walker, his lads (and lass), together with their records, is published herewith. The decision is up to you—unless, of course, somebody would like to challenge the Walker clan?

Name and Birthplace	Year Came to Canada	Started with Company	Started with M.O. Men's Furnishings
Mr. D. C. Walker, Renton, Scotland.....	1911	Men's furnishings.....	1911
Mr. L. C. Cleve, London, England.....	1903	114 department.....	1946
Mr. J. Orr, Copenhagen, Denmark.....	1912	Men's furnishings.....	1927
Mr. R. J. Eaton, Enniskillen, Ireland.....	1913	Mail order men's furnishings.....	1930
Miss D. Dee, Malvern, England.....	1909	113 department.....	1934
Mr. F. Game, Craigendoran, Scotland.....	1909	Mail order men's furnishings.....	1919
Mr. W. Quayle, Douglas, Isle of Man.....	1912	Mail order men's furnishings.....	1918
Mr. W. Reid, Buckie, Scotland.....	1910	Harness department.....	1928
Mr. W. Seal, Croydon, Surrey, England.....	1912	City grocery.....	1912
Mr. T. Smith, Liverpool, England.....	1912	City men's furnishings.....	1923
Mr. L. Partridge, Barrie, Ont., Canada.....		Mail order hardware.....	1919
Mr. J. Patterson, Saintfield, Ireland.....	1911	Mail order men's furnishings.....	1923
Mr. A. Daw, Exeter, England.....	1912	City men's hats and caps.....	1943
Mr. C. Goodman, Souris, Man., Canada.....		Mail order men's furnishings.....	1917
Mr. J. Bewick, Glasgow, Scotland.....	1910	Mail order women's skirts, etc.....	1923
Mr. F. McCorquodale, Woodstock, Ont., Canada..		Mail order men's furnishings.....	1931
Mr. J. DesRosiers, Quebec, Canada.....		City men's furnishings.....	1939



Snow scene by Mr. W. J. Keeler.

SNOW SCENE

Whenever a snowflake leaves the sky,
It turns and turns to say "Good-bye!
Good-bye, dear clouds, so cool and gray!"
Then lightly travels on its way.

—Mary Mupes Dodge.

* * *

O, the snow, the beautiful snow,
Filling the sky and the earth below.
Over the house tops, over the street,
Over the heads of the people you meet . . .

—J. W. Watson

The First Lesson

By Thomas Henry Huxley

Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do, when it ought to be done, whether you like it or not; it is the first lesson that ought to be learned; and however early a man's training begins, it is probably the last lesson that he learns thoroughly.

MAURICE KING GETS A RING—

—(But it wasn't the right one—at first—and the boys had Maurice badly worried.) Maurice King, of the men's furnishings, was one of the boys back from the armed services whose signet ring from the Company came along in a later group.

Knowing the genial Maurice to be a bit of a wag, the boys of 228 decided that when the ring did arrive they would do a bit of leg-pulling. One night in mid-November, they invited the unsuspecting Maurice to a party at George Firth's home during which they told Maurice his Company ring would be presented.

At a given moment there was much fan fare at the piano and the gathering came to attention. Maurice was then presented with a silver ring specially made for the occasion and bearing a design not altogether popular with real fighting men. A "telegram" of congratulations also was read from a prominent brigadier-general known to Maurice.

The party was then resumed for all but Maurice, who wore a puzzled frown of "they can't do this to me."

Later on, however, the party was again called to order and to Maurice's delight he was presented with his gold signet ring from the Company—the one that all our boys of the services now wear with pride.

"SCOTTY" FLYNN SAYS "THANK YOU, EATONIANS!"

On behalf of his mother and himself, "Scotty" Flynn (hardware staff), wishes to express his gratitude to all those warm-hearted Eatonians who volunteered gifts of furniture, bedding, clothes and financial assistance.

"Scotty" and his mother were victims of the disastrous fire which wiped out the Tache Apartments on November 27th, leaving 70 persons homeless.

"You've all been wonderful," says "Scotty."

Ready for Promotion?

By Edgar A. Guest

You do the work you have to do with
ease from day to day,
But are you getting ready to deserve the
larger pay?

If there should come a vacancy with
bigger tasks to do,
Could you step in and fill the place if
it were offered you?

Tomorrow's not so far away, nor is the
goal you seek,

Today you should be training for the
work you'll do next week.

The bigger job is just ahead, each day
new changes bring—

Suppose that post were vacant now,
could you take charge of things?

It's not enough to know enough to hold
your place today,

It's not enough to do enough to earn your
weekly pay.

Some day there'll be a vacancy with
greater tasks to do—

Will you be ready for the place when it
shall fall to you?



COLCLOUGH-PATTERSON

Marion Patterson (correspondence) was married to Stan Colclough on November 22nd in Westminster United Church, Dr. E. M. Howse officiated at the double-ring ceremony. The bride wore a gown of white satin. A reception was held at the Civic-Caledonian Club, after which Mr. and Mrs. Colclough left on a wedding trip to Minneapolis, Minn. Marion was the recipient of a dinner set from the girls of the staff and a mirror from the office.

* * *

AROUND THE STORE—SIXTH FLOOR

(Continued from Page Twenty-Four)

Statistical office: Margaret Jenkins, legal department left to join forces with T.C.A. With her went our good wishes and a travelling bag.

School days again for Don McConnell who is in the commerce section at the university now. A presentation was made on behalf of the entire office staff. Best of luck, Don.

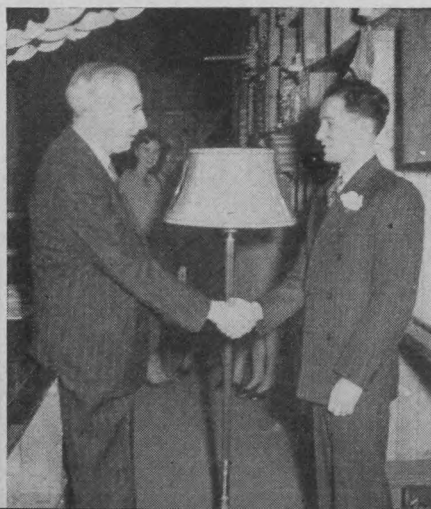
The expense office are very happy to welcome Miss Joan Moxley, formerly of the wages office, to their fold.

* * *

New Eatonian Couple By Now!

Fred Cave, from the mail order (draperies and cedar chests) has married Vera Olivier formerly of the D. A. office. Mr. Cave was presented with a tri-light as a wedding gift from the department. Mr. A. C. McFetridge, head of department, did the honours. December 14th was the big day.

The groom-elect receives the congratulations of his chief—Mr. A. C. McFetridge.

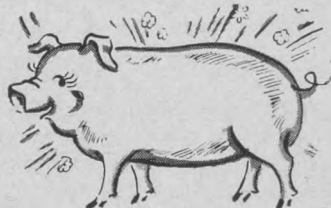


Beauty in Pigtails

Here we present little Miss Budd — Diane Catherine is the name—and she was two on December 15th. That's perilously close to Christmas but we'll bet daddy came across just the same. Daddy, by the way, is Jimmy Budd, first assistant mail order notions.

* * *

Perfumed Pigs!



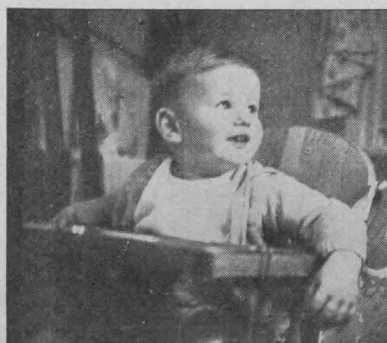
The customer from a farming community stopped at the toiletries counter and asked for a bottle of Vitalis hair tonic, a jar of petroleum jelly and a tin of Eaton's talcum powder. While this perfumed parcel was being wrapped, the farming gentleman explained that he was sending some pigs to the Royal Winter Fair. The hair tonic was for rubbing on their backs to make the hair shine. The petroleum jelly to be applied to the feet and eyes to make the feet shine and the eyelashes curl. The talcum was for rubbing on the ears and tummy.

(Seems to us we've seen these things in our bathroom, too, so who's imitating who?)

* * *

Hi Folks!

"Name's Robert William and my daddy is Squadron Leader Robert Mathieson of the R.A. A.F. He's away across the other side of the world in Australia. We miss him very much and hope to see him soon. Mommy was Miss Vivian Keeler, formerly drugs department, and granddaddy is Mr. W. J. Keeler, supervisor, display department. I'll be 19 months old the day after Christmas!"





This Packs a Sock!

With every stitch that dropped, I cussed,
Then on I'd knit because I must,
In fact, I thought I'd nearly "bust,"
But just the same, I made 'em!

And then came time to turn the heel,
'Twas after that I lost a meal—
I think you know just how I feel,
But just the same, I made 'em!

They're rather large and out of shape,
But then I think they'll neatly drape,
The ankles they will surely gape,
But just the same, I made 'em!

They come to you with love from me.
They're nothing dreamy you can see,
You'll hide your feet in company,
But just the same, YOU wear 'em!

—Helen Crawford.



CONTACTS

Published monthly by

THE T. EATON CO. LIMITED

of Winnipeg, Manitoba, for distribution to the
Co-workers of the Organization.

Vol. 12

December 23rd, 1946

No. 12

Editor: W. E. C. HURLBURT
City Advertising

IN THIS ISSUE:

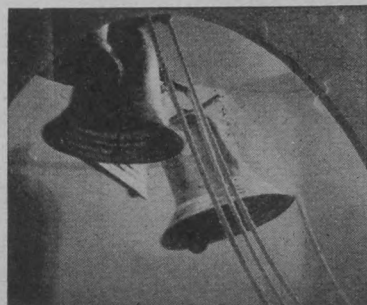
Here you are, folks, your Christmas Contacts—more than 11,000 of them! It is the wish that not only each one of our regular staff members receive a copy, but also every one of you thousands of "extras" who joined our staff for the busy Christmas season and co-operated so whole-heartedly!



	Page		Page
Christmas Greetings from the President.....	1	35th Anniversaries and 30th Anniversaries.....	15, 16
Mr. R. S. McCordick Extends Greetings from the Management.....	2	The Quarter-Century Club....	17
Welcome Back!		Port Arthur Has a Party. Greetings to our Fellow Editors. Ye Ancient Sales Check!	18, 19
Recent Appointments.....	3	With Our Five-Pin Bowlers..	20
Santa Claus' Secrets.....	4	And So They Were Married..	21, 22
Check Your Chest, Sir?.....	5	Around the Store.....	23, 24
Schools Soccer League Champs and Runners-up Entertained	6, 7	Fred Goulty and Gilbert Blamey Retire	25
From the Yukon to the U.K... Speed Is Its "Middle Name." No Call for Superman!.....	10, 11	Seen and Heard in the Mail Order.....	26, 27
Statisticians' Stampede.....	12	Ski Ho! Men Curlers Off to Merry Clip.....	28
Curling Gals Get-Together. Letters of Credit. Mr. W. H. Matthews Honoured.....	13	Walker "Shoots the Works" Miscellaneous Items.....	30
Mr. Sam Metcalfe Celebrates 40 Years with Eaton's.....	14	More About Weddings.....	31

And So To All ...

Merry Christmas



In Memoriam

Our Hearts Go Out in Sympathy To All Whose Christmas
Will Be Saddened by the Loss of Loved Ones

JOSEPH W. SAMPSON

It is with deep regret that we report the death of your old friend and ours—Joe Sampson, who passed away on December 3rd, after a brief illness. A veteran Eatonian of 35 years' service, Mr. Sampson was born in Magherafelt, County Derry, Ireland. Mrs. Sampson passed away several years ago and surviving are two sons, Leonard with T.C.A., and Jimmy with the C.P.R. at Moose Jaw, to whom we extend our deepest sympathy. Joe will also be missed by many old friends around the store and especially in Eaton curling circles.

* * *

JAMES LAWRENCE

Former head of department, service meats, Mr. James Lawrence passed away on Friday, November 29th. Retiring from active business seven years ago on account of failing health, Mr. Lawrence had been ill for some time when the end came. He is survived by his widow; a son, Bruce, both of Winnipeg; a daughter, Vera, residing in Toronto, and a brother, Harry (also a former Eatonian), now living at the west coast. To them goes the heartfelt sympathy of many old friends at Eaton's.

* * *

MISS MURDENA McLEOD

The telephones mourns the passing away of Miss Murdena Margaret (Peggy) McLeod, whose death occurred on December 10th. One of the switchboard's most popular members, Peggy was visited constantly by her fellow operators during her illness of over a year's duration. Surviving are her mother, two brothers and three sisters. To them goes our deepest sympathy.

* * *

FREDERICK CHISHOLM

A well-loved member of the furniture warehouse for over 21 years, Mr. Frederick Chisholm passed away on Saturday, November 23rd. Born in Carleton Place, Ont., Fred served with the 27th Batt. in World War I. He was a bachelor.

An active member of Maryland United Church, Fred was a fine, upright citizen and loyal Eatonian. He is survived by three sisters and one brother. To them our deepest sympathy.

* * *

JOHN W. MACKENZIE

Word comes from Calgary that Mr. John W. MacKenzie, formerly of our engineers staff, died in the Alberta city on October 19th.

A veteran of World War I, Mr. MacKenzie, who was a shift engineer, retired three years ago and went to live at the west coast. Our deepest sympathy is extended to Mrs. MacKenzie and a daughter who survive.

—●—

We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A FATHER

Mr. A. Gilchrist (279)
Mrs. M. Montford (104)
Mrs. Spearing (300)
Miss A. Mohr (32)
Mr. E. R. Rheault (Melville)
Mrs. Whitney (209)
Mrs. P. Smith (116)
Mrs. A. Jones (204)
Miss E. Allen (379)
Mr. C. Pridmore (132c)
Miss R. Newman (104)

Miss G. Boscott (205)
Miss B. Ralph (1745)
Mrs. C. Sandison (1748)
Mrs. C. Christensen (1748)
Miss Goodmansson (1748)

IN THE LOSS OF A MOTHER

Miss M. Deacon (224)
Mrs. Grattons (300c)
Mrs. E. Hales (300)
Mr. T. Carstens (228)
Miss J. Carstens (937)
Miss P. Fontaine (161)

Mr. A. Alexander (480)
Mrs. M. Mlewellyn (122a)

IN THE LOSS OF A SON

Mr. McTeetors (271)

IN THE LOSS OF A BROTHER

Mr. E. Davidson (143)
Mrs. F. McRae (122b)
Mrs. C. Kendall (279)

IN THE LOSS OF A SISTER

Miss L. Tomlinson (111)
Mr. W. Wakefield (279)



It's
★ Christmas
★ Time
at

Christmas Bells

Top Picture—At a flip of a switch the main floor springs into Yuletide brilliance and beauty showing you an uninterrupted view of the shining way that runs from Portage Avenue to toyland's enchanted portal. At aisle intersections softly modulated music makes it all seem like a lovely dream!

Santa in Fairyland

Lower Picture—Thousands of passersby were enthralled by the fairy-like beauty of the miniature Santa Claus parade that passed and re-passed all day long in Eaton's corner window at Portage Avenue and Hargrave Street. The entire "parade" is the work of an artistic young member of the display department.

EATON'S

THE T. EATON CO. LIMITED
WINNIPEG CANADA